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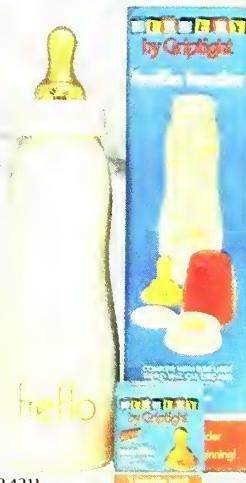
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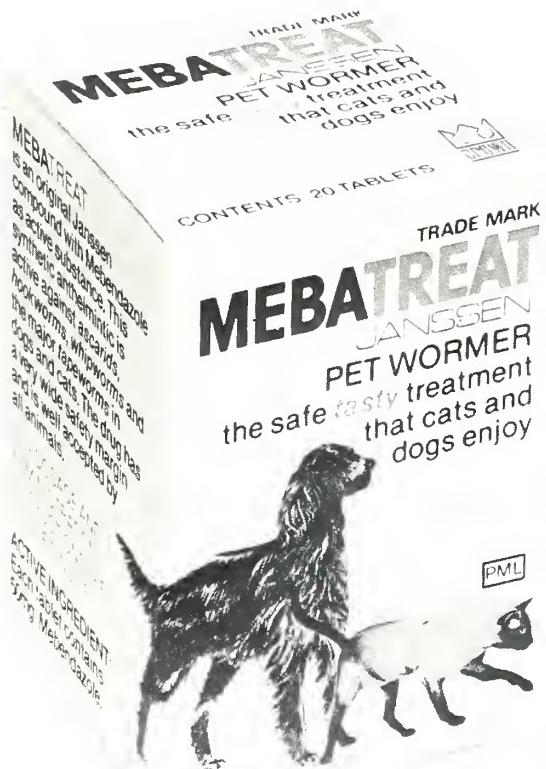


Ralph Weston
launches
new group

Pharmacists in
health centres—
and salaried,
NHS Commission
recommends

NPA attacks
Boots on VAT
repricing

Cox — now of
Barnstaple



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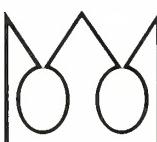
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CHEMIST & DRUGGIST

Incorporating Retail Chemist

July 21 1979

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Editor Ronald Salmon MPS

Assistant Editor Graham Thorne BPharm MPS

Technical Editor Barbara Weston BPharm MPS

Beauty Editor Kim Pearl

Contributing Editor Adrienne de Mont BPharm MPS

Information services Ivan Cotgrove

Advertisement Manager Peter Nicholls JP

Director Arthur Wright FPS DBA

COMMENT

Only 4 out of 400

The Royal Commission on the National Health Service reported as C&D went to press on Wednesday, but with the co-operation of our printers it has been possible to include an outline of the recommendations concerning pharmacists (p96). As widely predicted, the Commission proposes that there should be a limited list of prescribable drugs (estimated to save £10m-£20m a year) and that generic prescribing should be further encouraged (savings here are less certain because of the possible need to "recast" the level of payments to chemists).

But what of the pharmaceutical services themselves? They rate four out of nearly 400 pages in the report and, frankly, at first reading that seems to reflect the level of expert thought the Commission has brought to bear on the profession. There are the usual platitudes about advising doctors and the public—but the implications of the recommendations for carrying the principles into practice are not thought through. Even worse, all the profession's efforts to produce an agreed system for distributing pharmacies rationally are dismissed as unnecessary in a single sentence.

Clearly there is much in this report that will have to be vigorously opposed and much lobbying will be required to ensure that its pharmaceutical findings, at least, are regarded by neither Government nor public as an authoritative assessment of the pharmacist's potential for service to the community through the NHS.

CONTENTS

- 95 Comment
- 96 Royal Commission supports salaried pharmacists
- 97 Ralph Weston launches new chain
- 98 'Anti-trust' check on wholesaler margins
- 99 The Xrayser column: Nought for our comfort
- 99 People; news in brief
- 101 Counterpoints
- 107 On TV next week
- 114 Cox—now of Barnstaple
- 119 A mid-year review of retail pharmacy
- 120 NPA presses for retail preregistration time
- 121 Letters
- 122 Competition Bill to increase OFT powers
- 123 Help for small drug companies
- 124 Market news; coming events
- 124 Classified advertisements

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Midlands 240-244 Stratford Road, Shirley, Solihull,
West Midlands B90 3AE 021-744 4427
North east Permanent House, The Headrow, Leeds LS1 8DF.
0532 452841
Scottish 74 Drymen Road, Bearsden, Glasgow
041-942 2315
North west 491 Chester Road, Old Trafford, Manchester M16 9HF
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21 July 1979

Wiser not to ask

In a week in which a Pharmaceutical Society spokesman confirmed to C&D that the use of the word "pharmacy" will continue to be regarded as advertising of professional services, it is curious that the Society's journal should draw attention to the dilemma of some Co-operative societies. According to the journal it has been "glossed over" in the settlement with Unichem.

The journal asks whether Co-operative pharmacies, which in general cannot under the Medicines Act use the title "chemists," are to be barred from using the title "pharmacy" in advertising. Is not it as important for them as for other pharmacies to be able to identify their premises? Is not prevention of their doing so a restraint of trade?"

Once again we have a question that perhaps it is wiser not to ask. The whole problem was brought into the open in 1975 when the Society's secretary and registrar, Mr D. F. Lewis, told the superintendent pharmacist of a company that if the Statement Upon Matters of Professional Conduct were to be modified and the use of the restricted title "chemist" be allowed in advertising, then the use of "pharmacy" must follow (C&D April 12, 1975).

However, since then the Co-operative movement has come to an agreement with the Society and desisted from the use of the "pharmacy" title in national advertising. It is therefore to be hoped that good sense will continue to prevail and that the movement will restrict itself to national advertising in which the "chemist" title is used—probably indirectly identifying also "pharmacies" in the public mind! If the line does not hold here then both titles are surely lost because if, as the *Pharmaceutical Journal* suggests, it is a "restraint of trade" to preclude Co-ops from identifying themselves, then it could equally be a restraint if others were precluded from using the second title that is theirs by right. It is a prospect that would frighten even the most ardent supporters of the responsible use of "chemist."

Royal Commission's plan for pharmacy

The Royal Commission on the National Health Service is in favour of salaried pharmacists and pharmacies in health centres. In its report published this week after three years of deliberations, the Commission says there may well be a place for a salaried pharmacist, perhaps employed by the health authority in some places and possibly located in a health centre. The Commission hopes health departments will support such experiments. Other recommendations include abolition of NHS charges and prescribing from a limited list of drugs together with generic prescribing.

The Commission is not convinced there is sufficient difficulty in getting NHS prescriptions dispensed to warrant the introduction of a national system for controlling pharmacy location. It does not deny there are local problems but doubts if there is one solution to meet all circumstances.

On developing a new role for pharmacists, which much of the profession's evidence concerned, the report recommends encouragement of better use of skills by establishing pharmacies in health centres. The pharmacist would then be able to provide a better service to patients, foster good working relationships with medical colleagues and it could lead to collaboration to improve prescribing accuracy. Consideration should also be given to pharmacists advising on the safe keeping and administration of drugs in nursing homes, and establishments for the handicapped and elderly, and monitoring repeat prescriptions.

The Commission says there is a good case for gradual but complete extinction of NHS charges. The major users of NHS resources are hospital in-patients who are not in a position to abuse the system and consequently, the Commission says, NHS charges would not discourage abuse. If it could see that charges led to better doctoring or discouraged frivolous use of NHS by the public, the Commission says it would applaud them. The report says the benefits of adjusting prescription charges to reflect full prices would be outweighed by the drawbacks.

The Commission recognises the valuable work done by pharmacists in enabling self-treatment by the public. They, among other health professionals, may be able to advise people when they are particularly receptive to advice—perhaps because of family circumstances or illness. Health education should therefore be given greater emphasis in the training and continuing education of such professionals.

Pharmacists, however, should not develop a quasi medical role and their expertise could most usefully be em-

ployed in advising doctors on prescribing.

The report points out that some countries have drawn up lists of essential and effective drugs. In Denmark, Australia and New Zealand listed drugs are prescribed free or at low cost, but patients are charged in full for drugs not on the list. The GP is therefore free to prescribe but the cost of prescriptions is transferred from the taxpayer to the patient if a drug not on the list is prescribed. A limited list should lead to improvement in the quality of prescribing by the elimination of ineffective and unnecessarily expensive drugs, the commission says. The potential savings could be £10m to £20m a year.

Generic prescribing should yield savings if there were a considerable difference in the price of drugs whose therapeutic qualities were virtually identical. Adoption of such a measure would be likely to reduce the amount of promotional literature from drug companies to GPs. However, it seems uncertain that savings would be considerable and it might be necessary to recast the level of payment to chemists to take account of the new prescribing patterns.

If GPs were required to prescribe for a limited period, as in New Zealand, one result might be an increase in repeat prescriptions, and unless GPs were strict in checking them the benefits would be slim. The Commission considers the most promising methods of securing a greater economy and effectiveness in GPs' prescribing are the limited list and generic prescribing. It recommends that health departments introduce a limited list as soon as possible and take further steps to encourage generic prescribing. Advice on minor ailments was considered by the Commission to be an important and useful service, which would save medical colleagues' time and possibly the cost of an NHS prescription. Hospital pharmacists could play an important part with their medical colleagues in improving prescribing and in restraining drug costs. Local drug information centres, staffed by salaried NHS pharmacists, could also help to improve the quality of prescribing in general practice by providing information perhaps in the form of a newsletter, on new drugs and on drug interactions. The Commission says it would welcome developments along those lines.

Another recommendation of the report is for an early re-issue of the British National Formulary in a portable loose-leaf form. It should be kept up to date and should include separate information about costs. Areas for government action to produce rapid results are a tougher attitude towards smoking, and a clear commitment to fluoridation.

Co-ops want to use 'chemist'

Co-operative societies seem likely to take advantage of the new freedom to use the title "chemist" in the advertising of non-professional goods and services.

Mr Arthur Long, deputy chairman of the societies' technical panel, told *C&D* that legal advice has been sought, but the movement would wish to be in a position to use the title within the restrictions imposed by the settlement reached out of court between the Pharmaceutical Society and Unichem Ltd (last week, p52). However, Mr Long stressed that the sole purpose would be to identify the premises—of particular importance to Co-operative pharmacies since their advertised goods might be sold in several other types of outlet in the movement.

'Pill' label warning

When a number of separate packs of contraceptive tablets are issued to a patient at the same time, each of the packs should carry the name and address of the supplier, the name of the patient and the date of supply. At the June meeting of the Pharmaceutical Society's Scottish Executive, the secretary said that he had confirmed this fact with the Society's law department. Each pack was regarded as a product in itself.

The future venue of the Conference of Scottish Pharmacists was also discussed at the meeting. It was reported that the Athol Palace Hotel was no longer interested in weekend bookings of fewer than two nights. Estimates had been reviewed from the Aviemore Centre and Coyaumbbridge Hotel, Aviemore but a much higher conference fee would have to be charged if these hotels were used. Inquiries are to be made about the possibility of Perth, Blairgowrie or Dunblane as venues for the 1980 conference.

SMA wants planned pharmacy location

The Socialist Medical Association is to urge the Government to adopt a system of rational location of pharmacies as the first step towards a planned pharmaceutical service. The resolution was passed at the recent SMA annual meeting. A resolution recommending that when the patent on a specific drug expires, no company should be allowed to market the drug other than under its generic name, was also carried.

NHS report launch

Sir Alec Merrison, chairman of the NHS Royal Commission, introduced the report (see previous columns) on Wednesday. He said the Commission's aim was reform rather than revolution and that the patient must always come first where interests conflicted. The report is available (£8) from HM Stationery Office.

Minister will meet PSNC

An immediate substantial increase in notional salary and the adverse effects of increased prescription charges on contractors' remuneration are to be discussed at a meeting on August 7 between the Minister for Health, Dr Gerard Vaughan, and the Pharmaceutical Services Negotiating Committee. However, the Department of Health already seems to have made up its mind on prescription charges.

Recipients of FPN 224 are advised that the September advance payment will take account of prescription charges during July, including the higher receipts from July 16. Beginning with the October advance, revised arrangements will be introduced by stages under which the charges estimated to be collected in any month will be taken into account. The FPN is deemed to be part of the chemist's contract and therefore appears to be effective without waiting for the August meeting. Mr Alan Smith, PSNC chief executive, says the FPN procedure would produce a cash flow "hiccup" of about £500 for the first month per average contractor unless staged in over several months but would have less effect on profit margin.

The FPN also says contractors will need to bundle and label separately the prescriptions of each charge. Forms for the prepayments of prescription charges (FP95) bearing old rates should be destroyed. Replacements will be issued as soon as possible.

The independent assessment panel met again this week and are still set to give an interim report by July 31.

Ralph Weston to launch new group

A new retail pharmacy group, under the name of Allen's Chemists, is to be launched by the former chairman, managing director and founder of Westons chain. Mr Ralph Weston, who sold his 200-branch group to Dixons in March 1976, confirmed this week that he has acquired the 18 branches of Harry S. Allen Ltd, and 20 Westons shops from Dixons. They will ultimately join the five Transton shops he already owns, under the name of Allen's Chemists.

The Westons shops bought back by Mr Weston are in the Grimsby, Halifax and Nottingham areas and in the potteries. Combined English, of which Mr Weston's company is a subsidiary, will continue to have a joint interest in the venture. The new group will have its headquarters in Sheffield at Weston House, West Bar Green, Sheffield.

Tony West, area manager for Westons, has confirmed that he also has acquired a Westons branch, at 4 Kingsley Park Terrace, Northampton. Mr West will be leaving Westons and running the shop as an independent concern.

More Westons shops to be sold by Dixons

Dixons is to prune its Westons retail pharmacy chain from its original number by 75 per cent, leaving the photographic group with only 50 or 60 of the larger pharmacy outlets, according to an investment research report by stockbrokers Grieveson, Grant & Co.

Over 40 of the Westons shops—originally 200 strong—have already been sold—leaving another 100 whose sale is yet to be announced.

According to the report Dixons admit the level of return from the Westons acquisition to be a major disappointment. They accept their original rationale—to provide an extra profit centre, and help reduce the cyclical nature of group profits—was misconceived. Additionally, the effective abandonment of resale price maintenance on "ethical" pharmaceuticals caused serious problems for the Barclays wholesaling business, the other major Westons activity. Cumulatively, these problems accounted for the sharp decline in the status of Dixons' shares.

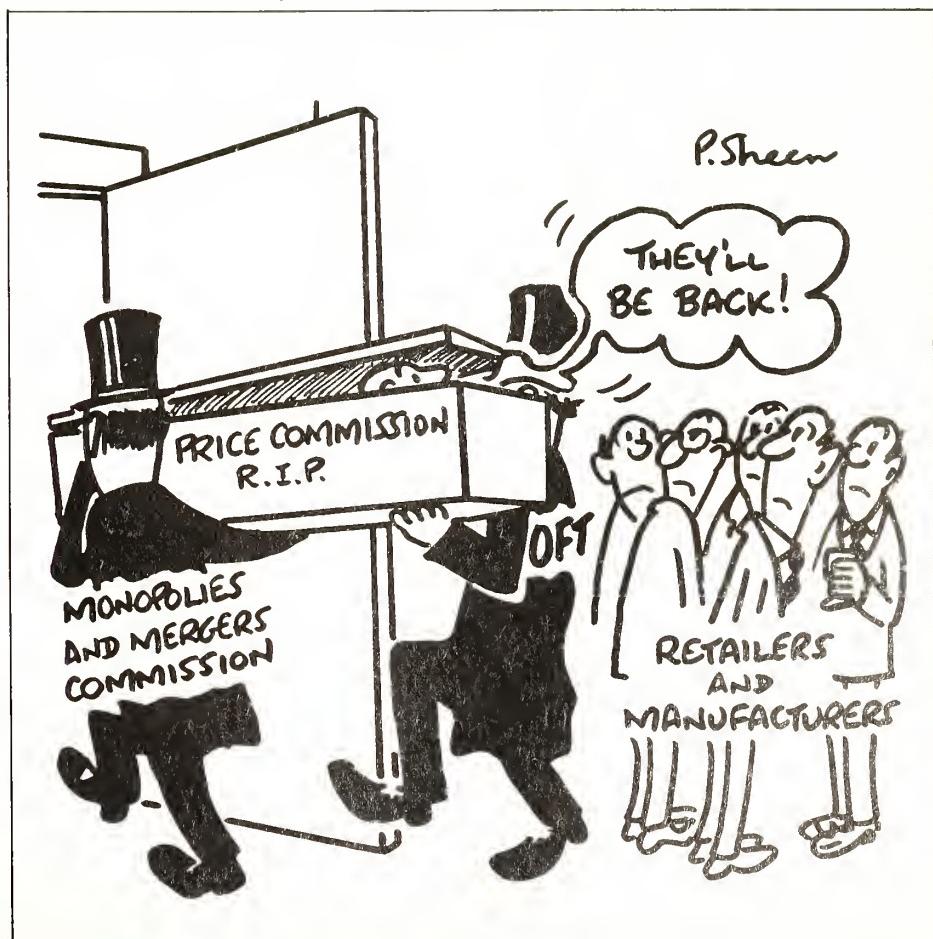
Grieveson, Grant & Co believe the decision by Dixons to sell off the bulk of the Westons shops will allow the pharmaceutical division to recover though they say it "will never be a major element in the overall group". The negative impact of the pharmaceutical performance on the group results will cease, says the report, and Grieveson, Grant & Co believe this will help market senti-

ment and consequently the group's rating. During 1979-80, they expect the company to show about a 25 per cent profits increase, reflecting a continuing strong UK retail trend, recovery in the pharmaceutical division and improving overseas profits. In the pharmaceutical division itself, the group is expected to announce shortly a 50 per cent drop in pretax profits for 1978-79 (£500,000) but Grieveson, Grant & Co anticipate this will be converted into a 50 per cent increase in 1979-80.

Dixons' financial director, Mr von Greyerz, declined to confirm the number of Westons shops they would be retaining but said the figure would be higher than 50 and could be between 75 and 85.

Stanley Blum wins PSNC election

Mr Stanley Blum has been elected to the Pharmaceutical Services Negotiating Committee for region 5 (NW Thames). In a 33 per cent return, Mr Blum secured 124 votes, Mr J. Kirby 102 and 4 were invalid. The ballot was the second, following a dead heat between the two candidates in the main election (C&D June 30, p1001). Mr Blum, a severe critic of PSNC, says he will find out why the Committee is not effective and then put his ideas forward to improve it.



'Anti-trust' check on wholesaler margins

Wholesalers are to take on manufacturers over the question of their pricing policies. The National Association of Pharmaceutical Distributors, in a statement issued on Wednesday, said that it is to engage the services of a specialist in European law to investigate whether there have been, or are likely to be, any breaches of United States or European anti-trust law.

Action is being taken in the light of moves by a number of manufacturers to reduce the margins given to wholesalers. The investigation will concern pricing policies, restrictive agreements and "general marketing behaviour".

NPA protests to Boots

The National Pharmaceutical Association has protested to Boots at the company's decision to delay implementing the new VAT rates on RPM medicines. Complaints had been received from NPA members that customers had commented on the differences between prices in their pharmacies and Boots and the NPA felt a "measure of ill-will had been engendered".

In Boots' latest annual report, the company had pledged to continue to support RPM on proprietary medicines. The board of NPA said it realised it would have been difficult to increase prices selectively and uniformly throughout Boots branches. But as other pharmacy chains had coped it felt that a company of "Boots' standing and reputation would have been prepared to make a special effort in the circumstances".

A spokesman for Boots said that it would have been physically impossible to change all the prices in time. Also it had been a case of waiting for manufacturers to inform the company of the new, correct retail price.

Further charges

Mr Sidney Frankel, the London pharmacist already charged with offences under the Medicines Act and Theft Act, faced 14 new charges at Marylebone Court last week. He was remanded on £40,000 bail until July 20, when committal proceedings are expected to take place.

US consumer inserts

The US Food and Drug Administration is planning to introduce patient package inserts for most prescription drugs. The inserts would be lay language and would describe the drug's uses, risks and side effects. At the moment such inserts are required for oral contraceptives, oestrogens and progestogens.

About 90 drugs are scheduled for the inserts and the FDA is asking for public

comment on its plans and on which drugs should have priority. Mr Donald Kennedy, Commissioner of Food and Drugs said he hoped the insert would help patients get "the maximum benefit from the drugs they take and to understand the reasons for taking them". Under the proposed legislation, the drug manufacturers would print the inserts and whoever gives the drug to the patient—pharmacist, doctor or nurse—would give the insert.

More register losses

Twenty pharmacies were lost to the Register of Premises in June. This was the greatest loss since April 1978 and brings the total lost in the first six months of 1979 to 72. In June in England 23 closed down, three of which were in London and 18 opened up, four again being in London. In Scotland two opened up and in Wales one opened up and five closed down.

Scripts bill too high

Some 34½ million prescriptions were dispensed in Scotland last year, an average of almost seven a year for every man, woman, and child, according to Mr Russell Fairgrieve, Minister for Health at the Scottish Office.

Prescription charges brought in £2.7m and the medicines cost £81m. Mr Fairgrieve expressed concern at the ever-increasing cost to the nation of drugs when he opened Aberdeen's Dyce Health Centre recently. He advised patients not to bother the doctor for trivial complaints they could treat themselves.

No to exemptions

The Government has no plans to exempt all young people over the age of 16, who are in full-time education, from script charges. Some children, however, can claim exemption from the charges on low income grounds in their own right, irrespective of their parents' income. This information was given in a written answer by Mr Reg Prentice, Minister for Social Security, to Mr Stan Crowther, MP.

Fewer accidents by better labelling

A better system of labelling could prevent virtually all the cases of accidental poisoning among young children, according to a recent international report.

Accidental poisoning is responsible for an increasing number of deaths in young children, says a report in the June 1979 issue of *World Health*, the magazine of the World Health Organisation. This trend is a reflection of the considerable progress made in hygiene and treatment of infections and the problem is most acute in countries with a big turnover of consumer products, the report says.

The home is where most poisoning accidents take place, the kitchen having the worst rates, followed closely by the bedroom and bathroom.

Children up to 4 years old are most at risk to accidental poisoning, accounting for 50 per cent of the requests for information received by poisons control centres.

The report stresses that virtually all the accidents could have been prevented by simple precautions. It notes that hazards, such as poor packaging and storage, carelessness or ignorance of adults, could be removed by better labelling.

It goes on to say that where information and education about poisons are lacking, the risks will increase as fast as new products are introduced that are unfamiliar or can be wrongly used. Prevention is only possible with the collaboration of the manufacturers, and retailers of chemical substances, whether they collaborate voluntarily or are obliged to by law. Labels, says the report, should not be left to the manufacturers: they should be required by law to state clearly and unmistakably the name of the product and the manufacturer, the type of active ingredients and solvents used, the method of use, and any risks that might arise from misusing it or mixing it with other substances.

Retailers too, continues the report, need to be kept informed and should conform to the same rules as the manufacturer, particularly since they often receive bulk deliveries but sell the product in smaller quantities which require careful packaging and labelling. Note: In accordance with its policy, WHO does not single out particular countries for criticism.

Sources of accidental poisoning cases (WHO figures)

Source responsible	Total of cases	up to four years of age	In suicide attempts
	%	%	%
Drugs	52.0	47.0	94.2
Household products	22.4	33.6	1.0
Household insecticides	0.7		
Industrial products	6.5	3.4	0.5
Pesticides	4.4	3.0	0.9
Cosmetics	2.5	4.7	0.14
Plants	2.6	2.4	0.3
Animals	1.0	0.8	—
Foodstuffs (including alcohol) and other sources	7.7	5.1	1.7

by Xrayser

Dr Mary Dawson, FPS, was unanimously re-elected chairman of the Executive of the Pharmaceutical Society's Scottish Department at the June meeting. Mr Henderson was unanimously re-elected vice-chairman.

Miss Christine E. Hay, LLB, B Pharm, MPS, has passed the Part II (Bar Final) Trinity examination of the Council of Legal Education. Miss Hay, a member of the law department of the Pharmaceutical Society, prepared the recent Medicines and Poisons Guide.

Mr Bernard Foster, MPS, has received his Master of Philosophy degree from Hull University, at the age of 71. Mr Foster, chairman of Foster and Plumpton, Hull has been working on his thesis—public health in Hull in the nineteenth century—since he retired six years ago.

Mr M. P. Jackson, staff pharmacist (drug information) Newcastle General Hospital, has received the 1979 Merck, Sharp & Dohme Award. The Guild of Hospital Pharmacists, announcing the award, says Mr Jackson will study the application of microcomputers in clinical pharmacokinetics.

Mr Clifford Willis, FPS was invested as president of Newbury Rotary Club recently. Mr Willis is the first pharmacist to become the club's president. He qualified in 1945 and has practised in the pharmaceutical manufacturing industry, wholesaling, and in general practice. He owns a pharmacy in Thatcham which he runs with his wife, Margaret, a former president of Inner Wheel.

News in brief

- Changes in professional fees for oxygen therapy service are included in the first list of revised prices and amendments to the Drug Tariff 1979.
- The price of electricity should not be restricted, the Price Commission has recommended in its report on area electricity boards.
- The National Pharmaceutical Association has published a revised edition of "A successful business" which is a guide for the prospective proprietor pharmacist. Copies can be obtained by sending a 9p stamp to NPA Services, 40 St Peter's Street, St Albans, Herts.
- Chemists and appliance suppliers in Northern Ireland in April dispensed 1,041,068 prescriptions (640,316 forms) at a gross cost of £2,610,464 representing an average gross cost per prescription of £2.51. In March they dispensed 1,114,616 prescriptions (695,309 forms) at a gross cost of £2,747,632 representing an average cost of £2.47 per prescription.
- A comprehensive catalogue of about 1,500 Health and Safety Commission and Executive publications giving information and guidance about health and safety at work has been published. The Publications Catalogue '79 (HM Stationery Office, £1 and other bookshops) is alphabetically indexed and cross-indexed

Nought for our comfort

I have a growing sense of unease at the continued lack of events, or rather the absence of positive leads from our leaders. I think we have allowed a certain euphoria over the election results, and the hints given us beforehand, to blind us to the fact that nothing has changed. For a few months the decline in the number of pharmacies seemed to have halted at last and most of us were only too glad to think that perhaps the trend had bottomed out. Not so, however. Last month our numbers were reduced by ten, and the month before that, twelve. On top of that we have this exasperating imposition of an increased charge on scripts, mid-month with all the extra work it now means. The PSNC complained. Of course it did, but frankly I would have expected our leaders to tell the DHSS very bluntly, that "our lads won't stand for it". Or if that is just too folksy for you, how about "Contractor pharmacists have enough on their plates without this nonsense, and we are not prepared to accept this administrative mismanagement." It would have been dead easy to suggest the better, and more profitable alternatives of July 1 (or August) introduction as a flat ultimatum, whilst I am certain that a forthright letter to contractors telling us what we must do would be received with the kind of response that proper leadership always inspires—full support. Perhaps the new members will provide the executive with the support and urgency needed to bring down the number of closures to nought, the only figure for our comfort.

Repeats

I have often wondered why repeats were not allowed on NHS prescriptions, particularly when in the past few years we have seen the growth in the proportion of the elderly in the population. At a rough guess I would say that about half my dispensing concerns the treatment of chronic conditions which do not need (and in fact do not get) personal attention from the doctor for quite long periods. In practice, repeats seem to be made a responsibility of the receptionist, rubber stamped by the doctor, and it is often the pharmacist who has to suggest that a visit to the doctor might be in order when patients discuss symptoms which don't seem to tie up with the treatment being routinely continued. I can't see any problems in giving say, monthly supplies for up to three months—we merely need a space in the endorsement column for dates of dispensing. The real snags show up when we get a script for Tagamet, 1 qds, three months' treatment. We would have to find some way of getting interim payments . . . or how would you like 16 per cent interest on the capital?

Holiday staff

With this season upon us and routine staff taking their holidays at the only time when they can coincide with the school breaks, I take on a couple of holiday extras, bright youngsters from the local secondary school. This year my window card brought in a good response, and I settled for two, after explaining that the job would be for a full eight weeks. All fine and dandy you would think, especially as I started them initially for a couple of Saturdays to get into the swing of things. But quite by accident I learned today that one of the youngsters intends to leave in three weeks time for a holiday abroad. Yet neither the parents nor applicant said a word about it when we talked. When I questioned it she merely said "Yes, but we wanted to fill in the time."

and will be up-dated annually.

- The Department of Health's attention has been drawn to a printing error in the Howie Code of Practice for the Prevention of Infection in Clinical Laboratories and Post-Mortem Rooms which could result in the accidental

preparation of a mixture with explosive properties. The error appears on p57 of the Code. In appendix 9 (p57): Testing and disinfecting exhaust protective cabinets (class 1), under the sub-heading—disinfection with formaldehyde—method B, for "25 ml" read "35 ml".

CAN ADVERTISING CLEAR DANDRUFF?

Judge for yourself.

Because throughout 1979 we'll be telling 33 million adults that the medical solution to their dandruff problem is Tegrin shampoo. Not a cosmetic treatment.

The money we'll be spending on hard-hitting press advertising will explain why Tegrin

is so effective. It has a clinically proven formula of extract of coal tar and allantoin.

With the brighter and better packaging, the campaign for Tegrin won't only clear dandruff ... it'll also clear it off your shelves.

TEGRIN

The medical solution to dandruff



COUNTERPOINTS

Optrex use Eye Dew to promote Miss Beautiful Eyes

Eye Dew is launching a consumer promotion in the chemist trade this year with their "Miss Beautiful Eyes '79" contest. The nationwide search begins this month when a special display unit and entry forms will be available to all stockists to promote the contest at point-of-sale.

The contest is open to all consumers and offers the winner the prize of £2,000 in cash and the title "Miss Beautiful Eyes '79". There are five runner-up prizes of Miss Selfridge vouchers worth £100 each, plus thirty consolation prizes of Mary Quant beauty collection kits worth £25. Details of prizes and how to

enter are given on entry forms supplied with the display unit.

To enter, customers are invited to send a photograph of themselves in black and white or colour (size up to 8in x 5in) with proof of purchase from one Eye Dew pack. The closing date for entries is September 30, 1979. The six finalists will be notified by October 31, 1979. They will be invited to attend the final judging in London where they will be photographed by David Bailey. Each contestant will be given a portfolio of photographs for her own use. *Optrex Ltd, City Wall House, Basing View, Basingstoke, Hants.*

Mandate's romantic restaurant guide

Mandate, the new men's fragrance from Shulton, which is endorsed on television by Sacha Distel, is being backed by a new promotion to emphasise its romantic appeal. An elegant 48-page book, "The Mandate guide to London's romantic restaurants", is being given away free with Mandate after shave, and has been specially compiled by Ann Satchell and Sandra Hempell, who say; "romantic means different things to different people. We have tried to include something for everyone."

Highlighted within its pages are extensive details of 51 restaurants, including opening times, menu, cuisine, decor, wine-lists and price ranges. There is also a further list of 32 restaurants which both writers personally recommend. The guide is free with 75ml Mandate after shave (£4.84) in promotional packs now being featured in stockists throughout London.

To tie in with this promotion, Mandate will be organising consumer competitions in local Press during August and September with prizes of nights out at some of the romantic restaurants featured in the book. *Shulton (Great Britain) Ltd, Trevor House, 100 Brompton Road, London SW3 1EW.*

Pam Ayres and Nature's Riches

Beecham Toiletries are enlisting Pam Ayres, to promote their Silvikrin Nature's Riches hair conditioners. While stocks last, free copies of Pam's book, 'Some more of me poetry' which normally sells at £1 will be on offer to consumers. Special offer packs of each of the two bottle sizes for all four variants are flashed with this offer.

Customers should send two Pam

Ayres tokens plus a 12p postage stamp to the address indicated. There will be one token on each 80ml special offer Nature's Riches bottle and two tokens on each 175ml bottle. *Beecham Toiletries, Beecham House, Great West Road, Brentford, Middlesex.*

Pharmaton aim for tourist market

Pharmaton have been developing the UK tourist market for a number of years—and recent sales indicate strong demand during the summer season says the company. As part of their marketing strategy the company are introducing a full-colour counter showcard featuring their chemist-only product, Pharmaton capsules. *Pharmagen Ltd, Chapel Street, Runcorn, Cheshire.*

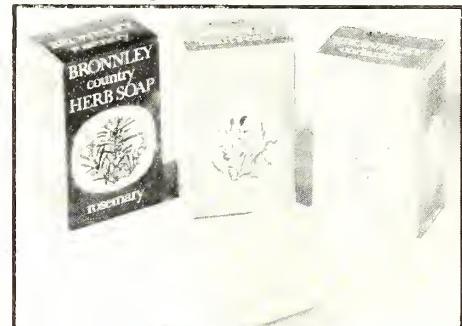
Zodiac offered with Libra press-ons

Libra press-on towels by Libresse are being promoted strongly by Bowater-Scott until mid-August with an 8p coupon off-next-purchase, combined with an offer of sterling silver zodiac pendants for £4.50 plus proof of purchase. *Bowater-Scott Corporation Ltd, Bowater-Scott House, East Grinstead, West Sussex RH19 1UR.*

Wasp-eze campaign for summer

Advertisements for Wasp-eze are to appear in the *Daily Mirror, Sun, Daily Mail, Daily Express and Daily Telegraph* to catch the summer holiday peak period. *Potter & Clarke Ltd, 415 Limpsfield Road, The Green, Warlingham, Surrey CR3 9YS.*

Bronnley repackage country herb soaps



New packaging has been introduced by Bronnley for their country herb soap range. New packs contain one 150g soap (£0.94), each containing the essence of a natural herb that is known for its beneficial qualities to the skin, and are coloured in soft country greens, browns and terracotta. Each pack features a cameo of the herb its soap contains on all sides, while copy—in both English and French—gives its historical background. Soaps are coloured to match their packs giving easy identification. Six different herbs are available: coriander, rosemary, heartsease, witchhazel, camomile, and applemint. *H. Bronnley & Co Ltd, Conduit Street, London W1.*

Vestric promotions in August

Vestric promotions for August are: Libra regular and super; Lillets mini, regular, super and super plus; Nice 'N Easy; Wella blow dry; Lanacane; Elnett hairspray extra strength and normal; Cossack dry (black), Cossack normal (red); Ultra Brite toothpaste; Belle Color and Belle Blonde; Nikini mini pads; Kleenex toilet tissue; Camay; Fairy; Head and Shoulders; Crest; Band-aid washproof, Band-aid clear; Johnson's baby shampoo; J Cloths; Tufty Tails and Tufty Tails pants; Silvikrin shampoos and Silvikrin conditioning hair-spray; Vosene shampoo; Alka Seltzer; Ear Plugs; Right Guard deodorant, antiperspirant, double protection; Cussons Imperial Leather talc; All Fresh squares; Germaloids suppositories, Germaloids ointment and Germaloids toilet tissue; Adorn hairspray and Thermos multi deal pack. *Vestric Ltd, Runcorn, Cheshire.*

Soap distributors

Shepherds Heath English Country Soaps have recently appointed Colson & Kay Ltd as sole distributors for the UK for their range of gift soaps and related products. *Colson & Kay Ltd, 5 Edgeley Road Trading Estate, Stockport.*

COUNTERPOINTS

Undercover Products introduce Hygi hankies for ladies

A sister to Hygi hankies man's pack has been introduced by Undercover Products. Hygi hankies for ladies (pack of 7, £0.29) are made from a similar non-woven fabric. The Hygi hankies range will be advertised nationally throughout the year. *Undercover Products (International) Ltd, Queensway Industrial Estate, Wrexham, Clwyd LL13 8YR.*

Aveeno wall chart

To highlight increasing consumer awareness and demand for Aveeno soap-free cleansing bars and bath sachets, Cooper Health Products have produced a full colour wall chart for pharmacists. The chart provides full details on the Aveeno range and cross-references the appropriate product to be recommended for the 20 most common skin problems. The company think the potential market for Aveeno is considerable as people with sensitive skin, 10 per cent of the population, plus the very young and elderly can benefit by avoiding use of soap-based products.

A new patient leaflet is now freely available, which provides full information on the range. Promotion to dermatologists throughout the country is constant and the next mailing will include the wall chart, plus the patient leaflets and sample request card. *Cooper Health Products Ltd, The Firs, Whitchurch, Aylesbury, Bucks.*

Crepe de chine returns to UK

After a long absence from the perfumery counters, Crepe de Chine, from Millot will now be available again in the UK. Crepe de Chine which was created in the 1920s is being distributed exclusively by Franglere Ltd. There will be perfume, eau de toilette, and a bath range. Franglere Ltd are also the distributors for Parfums Molinard, Capucci perfumes and Bergo bags. *Franglere Ltd, PO Box 201, School Brow, Warrington, Cheshire.*

ICML savings

For the month of August, ICML are offering the consumer savings on the following NPA products: 10p off their 1000cc shampoo, 7p off Nusoft antiperspirant/deodorant, 6p off Nusoft facial tissues, 3p off Nusoft rubber gloves, 2p off Sunpure full sugar drinks, 5p off a pack of Nusoft disposable nappies, 3½p off Nusoft cotton buds and 50p off Nusoft terry nappies.

There will also be 4p off Spontex



baby, medium and velure baby sponges and 5p off Spontex large, velure shower and velure bath sponges. Finally, there will be consumer savings on the Nuhome liquid products range, 2p off the bleach, 3p off the washing up liquid, pine disinfectant, floor and wall and cream cleanser and 4p off the fabric conditioner. Retailers will be offered case bonuses on all these products as well as the Nuhome toilet roll and Nuhome kitchen roll. *ICML, 51 Boreham Road, Warminster, Wilts.*

Mentholatum GSL

Mentholatum balm has been reformulated to exclude boric acid and is now a General Sale List item. It was previously a Pharmacy Only product. *Mentholatum Co Ltd, Twyford, Berkshire.*

Ibcol kite price

The special on-pack offer of a kite on Jeyes' Ibcol is £1.95 and not £1.25 as originally stated (*C&D*, July 7, p11).

PRESCRIPTION SPECIALITIES

Tenoretic tablets

Manufacturer Stuart Pharmaceuticals Ltd, Carr House, Carrs Road, Cheadle, Cheshire SK8 2EG

Description White film-coated tablets, marked Tenoretic and containing 100mg atenolol and 25mg chlorthalidone

Indications Mild and moderate hypertension

Contraindications Not to be given to patient with second or third degree block

Dosage One tablet daily

Precautions Not to be given in pregnancy unless use essential. Not to be discontinued abruptly in patient with ischaemic heart disease. See literature

Side effects Cold extremities and transient muscle fatigue may occur

Storage Protect from heat, light and moisture

Packs 28-day calendar pack (£7.26 trade)

Supply restrictions Prescription Only

Issued July 1979

Euhypnos packs

In response to many inquiries, Montedison Pharmaceuticals have introduced a 500 pack of Euhypnos forte (£30 trade). The company will also reduce the price of 1000 pack Euhypnos to £37 from July 30. *Montedison Pharmaceuticals Ltd, Kingmaker House, Station Road, Barnet, Herts.*

Clinifeed price

The price, £18 hospital, of Roussel's Clinifeeding system 3 (June 30, p1019) is for a pack of 10 systems. *Roussel Laboratories Ltd, Roussel House, Wembley Park, Middlesex HA9 0NF.*

Jexin by name

Tubocurarine injection BP is now being sold under the brand name Jexin, say Duncan, Flockhart & Co Ltd. During the introductory period of the new livery, packs of both styles will be on the market. *Duncan, Flockhart & Co Ltd, Birkbeck Street, London E2 6CA.*

Hydergine 4.5mg

Sandoz Products Ltd have introduced a 4.5mg Hydergine tablet for once daily dosage available in a calendar pack of 28 tablets (£9.52 trade). The 100 pack of 1.5mg tablets will continue to be available. *Sandoz Products Ltd, PO Box Horsforth No 4, Calverley Lane, Horsforth, Leeds LS18 4RP.*

Pethidine packs

The 100 pack of pethidine 50mg tablets by Roche Products Ltd has been replaced by a blister packing of 500 tablets. This pack (£3.30 trade) can be split into a packing of 50 tablets (£0.33 trade) for selling to the trade. The change has been at the request of the Department of Health and similar packing for Roche's other Controlled Drugs will be available shortly. *Roche Products Ltd, Welwyn Garden City, Herts.*



Get involved with Miss Beautiful Eyes.

The Miss Beautiful Eyes contest is about to begin.

And it's one that, from a financial point of view,
every Eye Dew stockist will win.

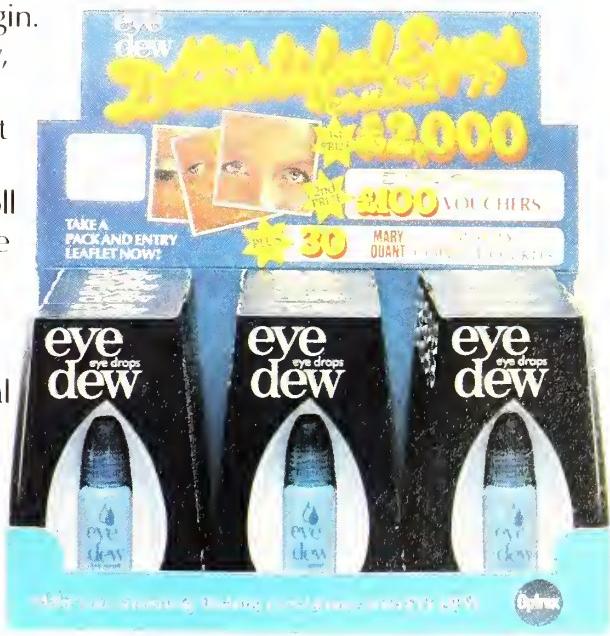
Because, to enter, girls will need more than just
a pair of lovely eyes.

They'll also need a bottle of Eye Dew. Plus a roll
of film to take their picture with. Both of which come
from you.

The contest is open between June 25th and
September 30th.

So, ask your Optrex Salesman about the special
promotion pack shown here, or order one from
your wholesaler at a special low price. It contains
twelve bottles of Eye Dew, plus entry forms, and
goes next to your cosmetics display.

Then, get involved with Miss Beautiful Eyes
and enjoy the best prize of all. Extra sales.



Eye Dew. For smashing, flashing eyes.

Optrex
EYE CARE

The new Cussons



Stocking fillers to

This is the brand new Cussons gift range, beautifully designed for Christmas '79.

There's something in it for everyone; the Imperial Leather sets for men and women, the

Prestige and Budget sets for women and girls, offering talcum powder, toilet soap, cologne and bath essence in various fragrances both in gift set packs and in individual packs, and the

Christmas range.



Fill your pockets.

novelty sets for men and boys.

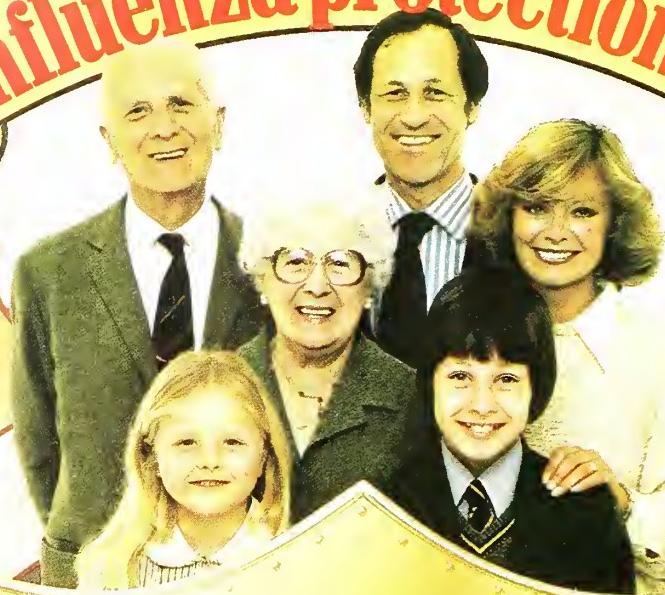
And there's a lot in it for you too. After all, stocking a range of products with a nationwide reputation for quality just can't be bad for business.

So contact your Cussons salesman and place your orders now.

The new Cussons gift range. It makes the bathroom a good place to celebrate Christmas in.

Cussons

Meet the challenge of influenza protection with



Cover recommended by W.H.O.

Influvac protects against currently circulating virus strains and is formulated to conform to the latest recommendations of the World Health Organization.

Pre-filled syringe presentation

Influvac is also available in pre-filled, single dose Cartrix syringes—convenient to store and to dispense.

Wholesaler service and reservation

Your usual supplier has stocks of Influvac now. Extra-high demand during the season can mean delays in supply, so it is wise to reserve your supplies of Influvac now. This will enable us to have a good basis for estimating demand, and you will be sure that supplies are available when you need them. Contact your wholesaler now, or ask the Duphar representative for details of the Influvac reservation scheme.

Your assurance of the best vaccine and the best service

influvac®

Influenza Vaccine B.P.

Composition:

An inactivated influenza vaccine composed in accordance with the recommendations of the W.H.O.

Properties:

An effective influenza vaccine giving up to 12 months protection against prevalent strains of influenza. Influvac is purified by zonal centrifugation. The use of β-propiolactone as the inactivating agent, rather than formalin, means that Influvac causes little or no stinging sensation on injection. The low-volume 0.5ml dose results in less discomfort at the site of injection. Influvac is an aqueous vaccine and is easily administered.

Dosage and Administration:

Adults (over 25 years) 0.5ml

Adults and children (9–25 years) 0.5ml followed by a second injection of 0.5ml not less than 4 weeks later. Children (under 9 years) when serious risks exist from influenza because of chronic lung or heart disease 0.25ml followed by a second injection of 0.25ml not less than 4 weeks later. Allow vaccine to reach room temperature before intramuscular injection.

Indications:

Prevention of influenza, especially in persons suffering from chronic bronchitis and other high risk conditions such as heart, chest or renal disorders, those over the age of 50, key personnel.

Contra-indications and Warnings:

Hypersensitivity to egg, chicken protein and feathers.

Neurological disorders such as encephalomyelitis and neuritis after influenza vaccination have rarely been reported. An association has not been demonstrated except in the case of the Guillain-Barré Syndrome, (U.S.A. mass vaccination programme 1976). The vaccine contains a maximum per dose of 0.00625µg neomycin and 0.00625 I.U. polymyxin. Use with caution in patients hypersensitive to these antibiotics.

Presentations and Basic NHS costs:

Single dose pre-filled syringes	£1.70
10 dose (5ml) vials	£15.60
50 dose (25ml) vials	£73.50

Product Licence No: 0512/0048

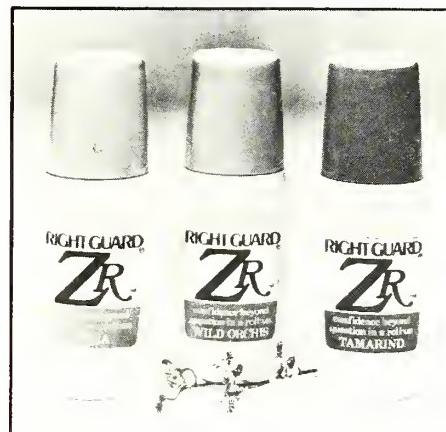
COUNTERPOINTS

Gillette add three new variants to ZR range

The personal care division of Gillette UK Ltd is continuing its programme of expansion by introducing three new variants for Right Guard ZR roll-on (£0.75); tamarind which has a hint of spiciness, zinnia, a fresh summery fragrance, and wild orchis, a light floral. These lines will be in addition to Right Guard original which is to continue.

This latest introduction is said to demonstrate the confidence which Gillette have in the continued buoyancy of the roll-on sector of the market, which in recent years has shown remarkable growth. In 1979 it is anticipated that 48 per cent of all deodorant users will use a roll-on; this compares with a figure of 28 per cent in 1970. Amongst women users the growth in the popularity of roll-ons is described as "even more startling". In 1975, 35 per cent of women using a deodorant used a roll-on; by the end of 1978 this was 53 per cent.

Talking about these developments, Roger Crudgington, brand manager for Right Guard ZR, says, "Since its launch in April 1978 Right Guard ZR has carved out a strong position for itself in the roll-on market and achieved an 8 per cent share. We expect this figure to rise considerably this year given ZR's unique wetness prevention capabilities and the increased choice of variants now available, coupled with a strong promotional programme."



Right Guard ZR is receiving heavy advertising support this year with a £450,000 campaign on television and in the teenage Press. The Press theme is specifically geared to 16-21 year olds who are acknowledged low television viewers and features the headline, "I need a better roll-on than my mum".

The packaging for the new ZR fragrances follows the soft grey theme established for ZR original, but with distinguishing colour contrast caps in green, blue or pink. A range of promotional material including a compact merchandiser is available for the new variants. *Gillette UK Ltd, Great West Road, Isleworth, Middlesex.*

Roche rationalise their packs

Roche Products Ltd have now completed a major programme of pack modernisation and rationalisation. The original range of 14 different glass and plastic bottles for tablets and capsules has been reduced to a range of four white, opaque high density polyethylene bottles with snap-on security closures.

In addition to the above changes individual cartons have been eliminated and the outer corrugated cartons replaced by stretch wrapping. Also cotton wool has been omitted from all bottles, apart from those containing sugar-coated tablets.

During 1979 Roche will also be changing their method of ampoule labelling from ceramic printing to a new polyester label system. These labels are printed during the labelling process and are able to carry the increased information required by new legislation. The ampoules will also carry a Roche international colour ring-coding system to enable them to be identified during the labelling and packaging operation but users should not depend upon the colour ring-coding for

identification. *Roche Products Ltd, Broadwater Road, Welwyn Garden City, Herts.*

Maybelline are eye writing

Maybelline are introducing new eye styler pencils (£0.80) for summer and autumn 1979. There are six chunky and long lasting pencils in the range, which can be used as a liner or smudged with the finger to colour the lid area and blend with other shades. Colours available are blue frost and cultured pearl, nautical blue, forest green, nutmeg and smoky grey.

Two new shades of blusher are being introduced into the Maybelline range of fingertip creme blush face shaders (£0.70) terracotta, a warm brown shade and pomegranate a deep peach shade.

For a limited period Great Lash, will be available in a trial size. The special pack described as an ideal size for taking on holiday, will be in-store during July and costs £0.52. *Plough (UK) Ltd, Penarth Street, London SE15 1TR.*

Golden opportunity with L'Oreal

L'Oreal stockists and their customers can now enter the Elnett and Boucheron competition. There are two separate competitions—one for the trade and one for the customers, and the first prize in each is an eighteen carat gold pendant studded with seven diamonds and worth £800 from Boucheron, the Paris jewellers. L'Oreal's Elnett will be available with the consumer competition leaflet and entry form shrunk round the gold can. When the chemist orders these special packs, the L'Oreal representative will present him with a special free entry form giving all the details. The more he orders, the more often he can enter the competition. Trade entrants have to study the pictures on the entry form, find and mark the four differences between them, complete the tie breaker sentence and send off the form.

In addition to the gold and diamond pendant, the first prize winner in each of the two competitions will be flown to Paris for the day, and after visiting Boucheron in the Place Vendôme, will be treated to lunch at Maxim's. Prizes of eighteen carat gold plain pendants from Boucheron, engraved to the winners' personal requirements worth £250 each, will be presented to twelve runners-up in the consumer competition and three runners-up in the trade competition. *L'Oreal (Golden Ltd), Berkeley Square House, Berkeley Square, London W1.*

ON TV NEXT WEEK

Ln—London, M—Midlands, Lc—Lancashire, Y—Yorkshire, Sc—Scotland, WW—Wales and West, So—South, NE—North-east, A—Anglia, U—Ulster, We—Westward, B—Border, G—Grampian, E—Eireann, CI—Channel Island.

Alberto Balsam: Ln, M, Y, Sc, So, NE, We, B, G

Alka Seltzer: All except A

Amplex antiperspirant: M, Lc, Y, NE

Anadin: All areas

Bisodol: Lc, So

Cream Silk: All areas

Crest: All except U, E

Grecian 2000: Ln, So, WW

Head & Shoulders: All except E, CI

Johnson's baby lotion: All except Ln, WW, E

Johnson's baby oil: Sc, WW, So, NE, A, We, G

Odor Eaters: All areas

Oil of Ulay: All except E, CI

Orbit: All areas

Pears shampoo: All areas

Signal: All except Sc, So, B

Silvikrin hairspray: All except E

Sure: All areas

Wondra: Y, NE

Vitapointe: Ln, WW, So, A, WW, CI

Zest: M, Lc, Sc, B

Promotions activity: a new analysis

Prompt is the name of a new promotions intelligence service from John Hogston Associates Ltd. They explain that cosmetic and toiletry companies spend large sums of money on above and below-the-line advertising—above-the-line being media advertising on television, radio or in the Press, and below-the-line meaning promotions and in-store displays. Very often the level of expenditure below-the-line is as great as or greater than above the-line spends. Prompt is a promotions intelligence service which aims at rectifying an informational void. It reports on promotional activity in department stores, Boots and a small number of independent chemists.

Prompt's aims are: To report monthly on cosmetic promotional activity; to have reports in subscribers' hands not later than 21 days after the end of each month and to provide national coverage by carrying out observational checks in London, Birmingham, Manchester, and Glasgow. The monthly reports which will be reported in *C&D* from now on will tell subscribers: What companies were active in a promotional sense; what brand or brands they were promoting; the type of promotional tactics used; what display material was used to support it; whether it was a store exclusive, a store-group exclusive or a national promotion; the length of the promotion; whether there was any special supporting display and if the promotion was supported by local or national advertising.

Figures for June

During June there were 77 promotions. Of these almost 42 per cent were of the "gift with purchase" type. Just over 18 per cent offered the purchase on advantage terms of a specific item with the purchase of regular brands to a stated value (purchase with purchase). The third most popular type of promotion was the straight money off deal.

Fragrances accounted for 25 per cent of the promotions, followed by skin care with 18 per cent, general cosmetics 17

per cent. Revlon and Revlon's associate companies, Charlie, Ultima II etc. accounted for nine promotions (11.7 per cent); Charles of the Ritz/Yves St. Laurent, six promotions, and Estée Lauder five.

Promotions by type	No.	Per cent
Purchase with purchase	14	18.2
Gift with purchase	32	41.6
Special size/special price	5	6.5
Regular size/reduced price	3	3.9
Extra size/same price	1	1.3
Large size/small size price	1	1.3
Money off	6	7.8
Banded offer	1	1.3
Trial size	2	2.5
Competitions	5	6.5
Special offer	1	1.3
Sample offer	1	1.3
Other	5	6.5
	77	100.0

Promotions by product type	No.	Per cent
Fragrance	19	25
General cosmetic	13	17
Hair preparations	7	9
Make-up items	11	14
Men's preparations	11	14
Skin care products	14	18
Sun	2	3
	77	100

Promotions by company	No.	Per cent
Revlon & associated brands	9	11.7
Charles of the Ritz/ Yves St. Laurent	6	7.8
Estée Lauder	5	6.5
Lancôme & associated brands	4	5.2
Christian Dior	3	3.9
Max Factor	3	3.9
Parfums Rochas	3	3.9
Yardley	3	3.9
Others	41	53.2
	77	100.0

Copies of the report are available from John Hogston Associates Ltd, 23 Golden Square, London W1. Price on application.

Hypermarket numbers increasing

The numbers of hypermarkets and superstores opening in 1978 are well up on 1977's figures. The latest List of UK Hypermarkets and Superstores, published by the Unit for Retail Planning Information, shows that 27 superstores and 7 hypermarkets, comprising 134,300 sq m of floorspace, opened in 1978, compared with only 19 superstores and 4 hypermarkets, totalling 86,600 sq m floorspace, in 1977.

Asda with 38, now has the largest number of these stores in operation followed by Tesco with 24, the Co-op with 23 and Fine Fare with 16.

The list includes details of store size, car parking location, retail operator, and opening dates of the 176 superstores and 45 hypermarkets which were trading or had received planning permission up to the end of December 1978.

Included in the list is a colour wall map showing the distribution of hypermarkets and superstores, their retailers and whether the stores are open or planned. The list (£5.60, £3.30 subscribers) and wall map (£3.90, £2.30 subscribers) can be obtained from the Unit for Retail Planning Information Ltd, 229 Kings Road, Reading RG1 4LS.

Summer products increase interest in TV spots

The latest league table of "interest" levels in television advertisements for products of relevance to chemists is markedly different from last month in that the scores seem generally quite good. TABS (the Television Advertising Bureau) who compile this list for *C&D* feels that this may reflect the onset of some better weather—many of the new campaigns are for summer products.

Several campaigns which appeared in last month's "top ten" (*C&D*, June 9, p860) have not made it this time even though they are still running. Notably Kodak and Polaroid cameras and Elastoplast Airstrip are doing significantly less well. The compilers believe that this is because the commercials being used are now different and not as effective in capturing consumer interest as were the earlier ones. In contrast the Philishave battery shaver commercial, despite being the same as used in the previous two or three years, still works effectively.

There were also a couple of particularly disappointing scores—the Helancyl advertisement scored only 32 and that for L'Oréal's Réponse de Garnier shampoos was even worse with 29. It is clear, they feel, that the majority of housewives find these campaigns "dull and boring" and switch them off mentally.

TABS compile this league table among a panel of 3,500 viewers in the London television area. The following list comprises products usually sold by chemists (a score of 50 is a good average, 81 the highest ever and 30 is reported as low):

Robinsons soft drinks	65
Andrex	61
Philishave	60
Olympus cameras	60
Ambre Solaire	59
Kleenex toilet tissue	59
Agfa cameras	58
Softex	58
Kodak film	58
Ribena	58

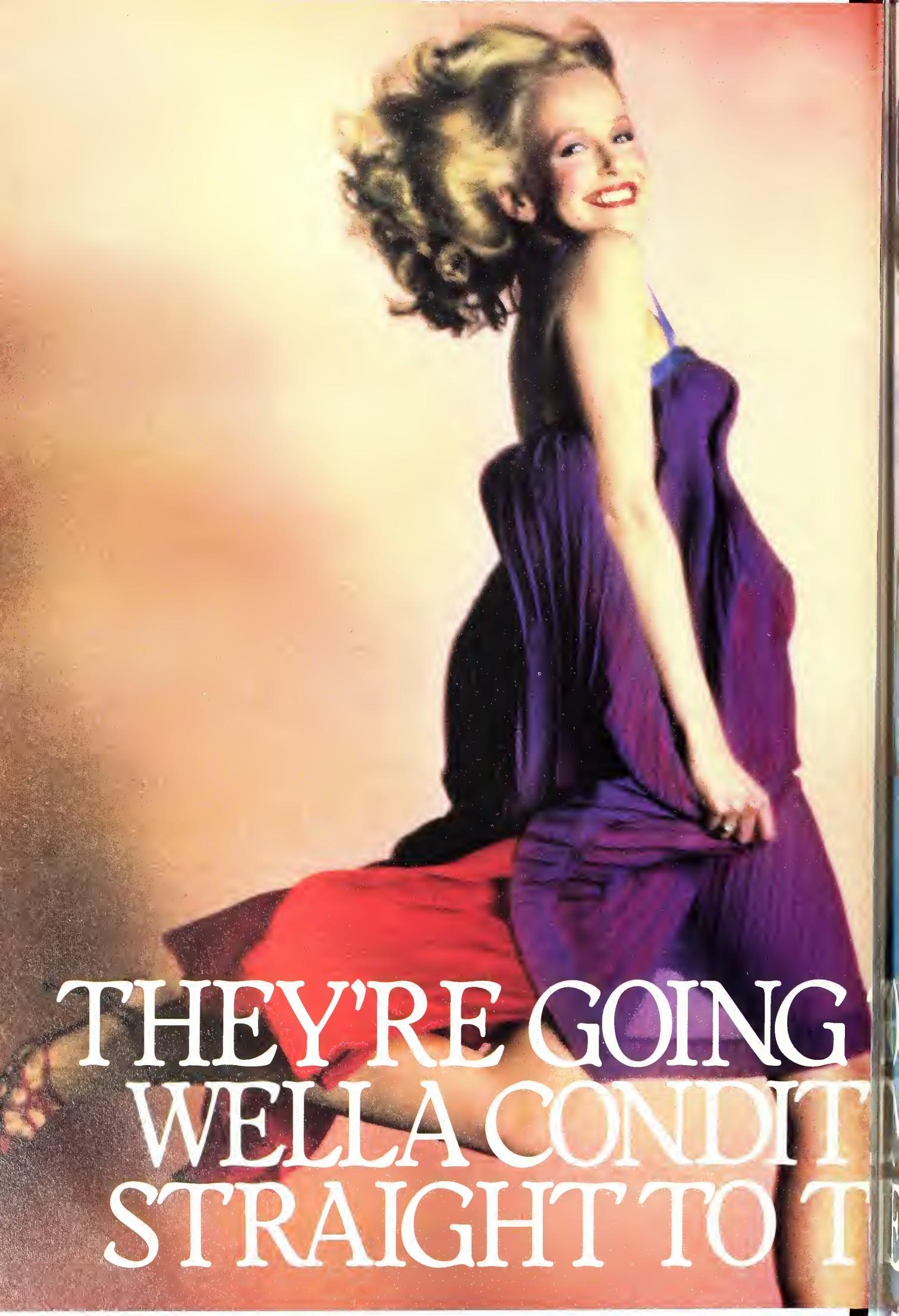
The Robinsons soft drinks commercial came joint eighth in the table of commercials of general interest. More information and reports covering all advertised brands are available from TABS at 12 Greek Street, London W1 (Telephone: 01-734 9773).

Shopex move

Shopex International is moving to London for 1980 when it takes place in the Grand Hall of Olympia, May 18-22. The organisers, Westbourne Exhibitions, say more than 70 per cent of the space available for the 1980 exhibition was firmly booked by the end of this year's held in June at the National Exhibition Centre, Birmingham. Further information is available from Westbourne Exhibitions Ltd, Crown House, Morden, Surrey SM4 4QF.



MEET OUR NEW
SALES LADIES.

A woman with voluminous, curly blonde hair is the central figure. She is wearing a long, flowing purple gown and is seated on a large, plush red sofa. Her gaze is directed towards the camera with a slight smile. The background is a warm, out-of-focus yellow and orange.

THEY'RE GOING
WELLA CONDIT
STRAIGHT TO T

A large, vibrant photograph of a woman with dark hair, wearing a blue sleeveless dress, smiling and looking towards the camera. She is positioned on the left side of the advertisement.

Our three sales ladies are going to be seen in all the best places.

They'll be telling millions of women, your customers among them, that to feel on top of the world they should start at the top—with Wella Conditioners, Creme Rinses and Shampoos.

Women know how great they feel when their hair feels good. They know Wella make quality products that really care for their hair. So it's a message they'll understand—and act on.

It's being told in a powerful way with a massive campaign of double page full colour advertisements appearing until the end of the year in widely read women's magazines.

Woman's Own
Over 21
Cosmopolitan
She
Honey
19

Mother
Vogue
Woman's Journal
Look Now
Successful Slimming
Woman's World

Well, is the world's number one name for Conditioners. With this campaign following our successful Conditioner competition promotion, it's going to be your biggest selling brand too. So make sure our girls are working for you.

TAKE
NERS
E TOP!



WELLA
we know about hair

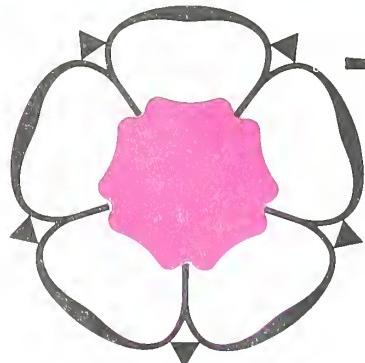
Tudor's free album means more customers!



A Tudor dealer has an extra special advantage, because with every Tudorcolor film returned to him for developing and printing he gives away a **FREE** 20 page pocket album.

As a result, more and more people are buying Tudor's own brand of quality Tudorcolor film available in 3 popular sizes: 110, 126 and 135.

This promotion has been highly successful, bringing about an impressive increase in film sales and profits for all our dealers.



Tudor
PHOTOGRAPHIC

What a picture



...and that means more sales across our entire range

We don't just stop at providing one of the finest developing and printing services in the country. Just look at our huge selection of photographic goods...our famous own-brand flash cubes, cameras, albums, frames and cassettes. We can also supply you with an eye-catching purpose-built Photo Bar in which to display all your Tudor merchandise.

And don't forget that we're supporting our dealers with over £300,000 of advertising in 1979.



Your opportunity to make bigger profits with Tudor starts when you send off this coupon to John Ryan or ring 01-450 8066.

- Please send me full information on Tudor Services and Wholesale lines.
- Please arrange for your representative to call.

Name _____ Position _____
 Company _____
 Address _____

John Ryan, 30-32 Oxburgh Lane Factory Estate, London NW2 7HU. Telephone 01-450 8066

Arthur H. Cox & C

Standing forlornly in the corner of a first-floor office of a new factory in the west country is a large wooden box, darkened with age, and containing letters-patent, issued in 1854, for "improvements in coating pills and bolusses." Meanwhile, on the floor below, engineers make final adjustments to the Baker-Perkins granulator, Flo-bin granule mixer, Accela-cota, and other giant machines that are the tools of the trade of the modern tablet manufacturer. Soon all the machinery will be running and Arthur H. Cox & Co Ltd, will have

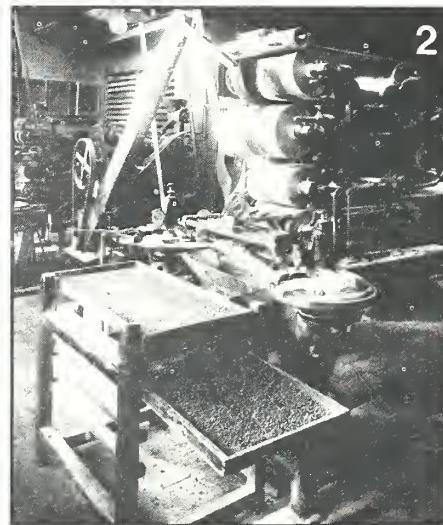
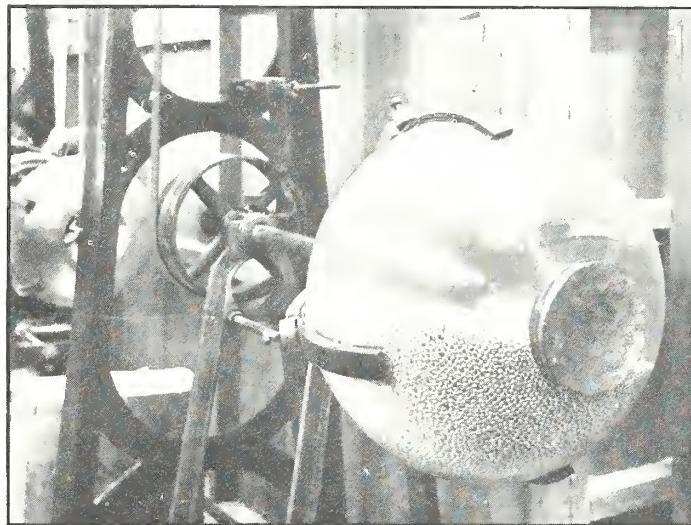
in 1971 to the existing premises in Lewes Road. The factory in Lewes Road, has been continually improved and expanded since that time, and new plant and techniques have been introduced over the years.

The acquisition in 1967 of Continental Laboratories Ltd, (now Cox-Continental Ltd) heralded further expansion into "ethical" pharmaceuticals, and more recently the dressings field with a range of bandages imported from France. In 1971 the acquisition of Thomas Marns & Co Ltd, with its range of proprietary

built. After lengthy consideration, Barnstaple in North Devon was chosen.

The new manufacturing complex, located at Whiddon Valley, Barnstaple, will be fully on stream by the end of 1979 and will accommodate all of the company's functions with the exception of the liquid, ointment and cream manufacturing unit, and the marketing and sales office at Rustington. It is an 8-acre site, and Cox have so far built on just over two acres.

The production unit and warehousing are mainly single-storey, fronted by a



completed their move from Brighton to Barnstaple—and can turn their attention to getting those letters patent on permanent display as a reminder of the company's proud history.

Tasteless pearl

The company was founded in 1839 by Arthur Hawker Cox, then an apothecary's apprentice, when he set up a chemist and druggist's shop at 32 Ship Street, Brighton, and developed a method of producing a tasteless coating for pills. This "pearl coating" was a mixture of gum and chalk and was applied to the pills in a specially-produced coating bowl.

The company developed from this base, moving into the early 1870s to St. Martins Place, Brighton, and then again

medicines, gave the company a second manufacturing unit in Rustington.

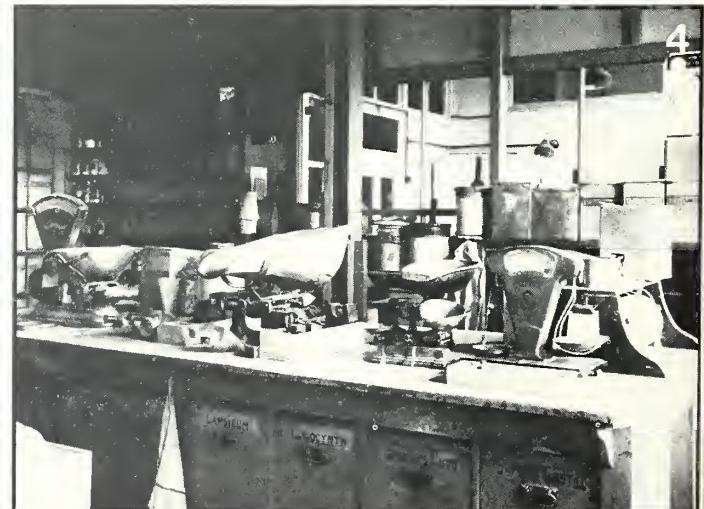
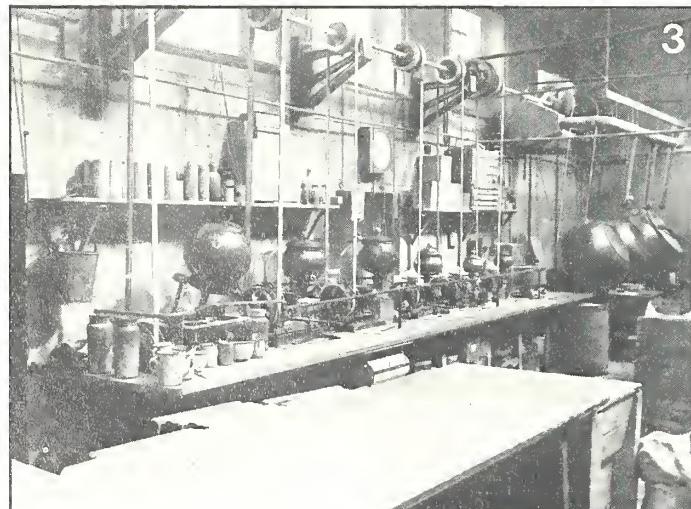
It became clear that because of the increasing demand for the company's products and services, it would, by the end of the 1970s, have outgrown the Brighton manufacturing facilities. In recognition of this, a programme of relocation was initiated, the first stage of which was the transfer of the liquid, ointment and cream manufacturing to the factory in Rustington where the marketing department is now situated.

However, a major consideration in recent years has been the future location of the tableting plant and it was decided that in order to maintain high standards of quality and to improve efficiency, a totally new factory should be purpose-

two-tier office and laboratory block. The design of the production section, based on a U-flow system, is such that any area can be expanded without affecting existing activities. Although the unit's 70,000 sq ft is little different from the area available at the Brighton factory it can be used very much more efficiently through use, for example, of mechanical handling systems—visitors to Lewes Road will recall the old factory, the outbuildings, the utilisation of the railway arch, and even of the former high-level station!

Government backing

In fact, around one-third of the £2½ million investment at Barnstaple (inclusive of capital equipment) has been



THE PAST

1. Silver coating
2. A Colton pill machine, capable of producing round or oval pills at a rate of 100,000 an hour—and rejecting the mis-shapen ones. Quite an advance on hand-rolling in its day, and Cox claim to have been first to instal it
3. Pearl coating department with original coating pans
4. The dispensary

Barnstaple

devoted to mechanical and electrical systems. Cox were able to secure Department of Industry—Industrial and Commercial Finance Corporation assistance for 50 per cent of the total cost.

Staffing at Barnstaple has been no problem. As the company chairman, Mr Nicholas Cox, explains, in the past there have been few opportunities for school-leavers to pursue technical careers locally. Thirty key staff have made the move from Brighton to Barnstaple, and 20 "recruits" from Barnstaple have learned their new skills at the Brighton

factory before the move. (Cox also took the precaution of installing and operating their new plant and equipment at Brighton, rather than trying to start up new plant, in a new factory, with new staff. As some pharmaceutical manufacturers before them have demonstrated, that can spell disaster!)

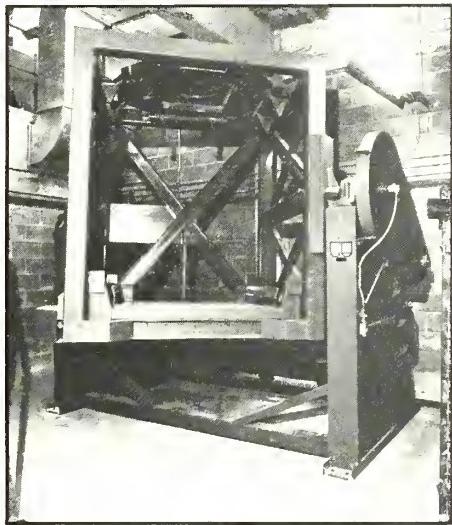
When recruitment is complete, Barnstaple will have some 200 employees, of whom about half will be concerned with production. They will then have as their first target the 1,000 million tablets a year produced at Lewes Road—and Cox

clearly hope that the "family" spirit will also transfer from Brighton, where over one-third of the employees had completed more than 10 years service.

Cox put some real effort into creating the right image locally, including the production of a recruitment leaflet—"A future for you in North Devon"—which pointed out the role of the pharmaceutical industry in the British economy. How long then, before the company known to generations of pharmacists as "Cox of Brighton", is universally accepted as "Cox of Barnstaple"?

THE FUTURE

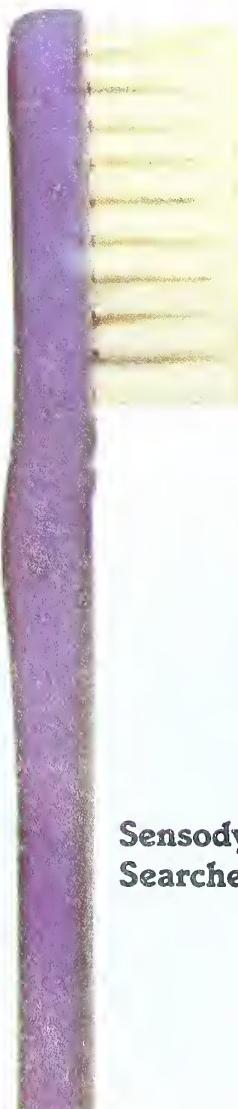
5. Flo-bin granule mixer (minus bin)
6. Dry dispenser granulator and fluid bed drier
7. Coating pans disappear behind a protective framework to reduce cross contamination—Perspex covers and feed pipes have still to be fitted
8. Compression bays—some 20 in all
9. Packaging hall
10. Quality control laboratory



A word about

Sensodyne is the up-to-the-minute word in oral health. It's a full range of oral hygiene products – toothbrushes, toothpaste, dental floss – designed to help keep teeth and gums clean and healthy.

There are the established Sensodyne Toothbrushes – now the fastest growing toothbrush brand. There's a choice of four to cover all the family's needs: Searcher and Plaque Remover,



**Sensodyne
Searcher**



**Sensodyne
Gentle**

two alternative designs for routine adult use – Junior for children – Gentle for people with sensitive teeth and gums.

As a companion to the Gentle toothbrush there's Sensodyne Toothpaste – a special formulation to relieve dental sensitivity.

Now, too, there is Sensodyne Dental Floss – double textured and lightly waxed, so that it spreads well and is easy to handle.

But Sensodyne means more than just a range of products. It also says a lot about quality. Because Sensodyne products are professionally designed and recommended by dentists. And Sensodyne tells you something about promotional support, too. We're putting more advertising



**Sensodyne
Junior**



**Sensodyne
Plaque
Remover**

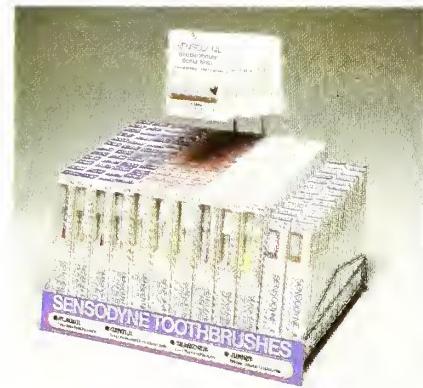
oral health: Sensodyne

muscle behind the Sensodyne range than ever before. Already, Sensodyne products are getting more dental promotion than any other oral hygiene range – and now we're also advertising the toothbrushes direct to the consumer, with special emphasis on the Searcher. The main target is young housewives and you'll see the ads appearing in magazines like "Woman", "Living" and "Radio Times".

Now about your part in all this. It's a vitally important one, because Sensodyne products are sold mainly through chemist shops – as you'd expect from their quality and pedigree. And we take steps to make it worth your while.

All toothbrushes and floss are on bonus from May to July inclusive – see your Stafford-Miller representative for details of the very special promotional package.

There's a big new display stand – see illustration – holding 12 dozen brushes and a dozen of dental floss.



Sensodyne products are premium priced – that makes them more profitable for you. And their high quality and professional design are right in line with the growing trend towards better oral health. You can put your word behind Sensodyne. We do.

**Quality products for
dental health from
STAFFORD-MILLER**
**Stafford-Miller Ltd.,
Hatfield,
Herts.**



Eschmann Stomacare doesn't stop...

**from the operating theatre
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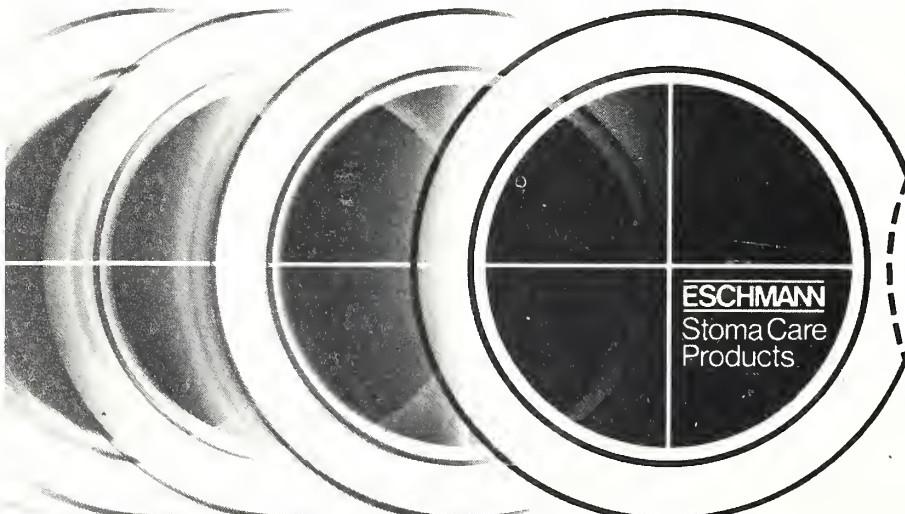
To: Eschmann
Bros. & Walsh Ltd.,
Peter Road, Lancing,
West Sussex BN15 8JT, England.
Telephone: Lancing 62291.

Name _____

Company _____

Address _____

C.D.4



A mid-year review of retail pharmacy

by Omnia Audax

During the first half of 1979, the pharmacy owner, or contractor, has seen the same problems which have become established since April 1975. It seems incredible, in economic terms, that any retail pharmacy can have survived for over four years of roaring inflation on a basic NHS fee of 24p. The on-cost element in the region of 10 per cent on a rising value per item dispensed has produced no available income—it has in fact been unable to maintain the additional stock investment required during the period.

During those four years the contractor has also supported a steady, but possibly inadequate, growth in JIC rates to dispensary and counter staffs. Managerial salaries have shown improvement in line with, if not in advance of, inflation, and without doubt holidays, shorter working hours and pensions benefits have all received consideration.

Those pharmacists with the additional responsibility of contractors should be able to bring quickly to mind escalating stock values, the costs of maintenance and improvement, and all services and their financing charges. Contractors cannot escape the reality of the situation.

No 'special case'

Our bank managers cannot adopt a sentimental view for pharmacists—there is no special pharmacy pound and, whatever the internal problem may be at the end of our financial year, we must stand examination upon our investment return alongside all manufacturing and commercial ventures. In the *Daily Telegraph* of June 25, there is an excellent article by Rodney Lord "Inflation virus undermining company profits." Attention is drawn mainly to the substantial fall in profitability shown in UK operations especially when they are further adjusted for inflation. The overriding requirement, which may well become a necessity, especially with lending rates now rising to 16 to 18 per cent, will be for a swift restoration of real profitability. Can pharmacy accept this financial challenge in the immediate future?

It seems Boots are undertaking an examination of all branches with an annual performance below £250,000 a year. The Westons group is in the midst of a fierce pruning. Is it out of place to predict that we may be on the threshold of another massive round of closures? This could be of the order of 3,000 pharmacies lost to leave only 7,000. Such closures were in any event probably deferred during 1978 by the intervention of the large wholesale distributors.

They have a large vested interest in maintaining over 10,000 retail pharmacy units although the responsibility lies

ultimately with the Department of Health. The wholesalers' intervention was singularly ill-timed, was damaging to the Pharmaceutical Services Negotiating Committee's campaign of parliamentary pressure and allowed the Labour Government to abandon our demand for a salary review for a further 12 months.

The contractor is highly cognisant of the pharmacist's problems whether for himself or his locums. During the past few years of grappling with the problem of the static 24p fee we have seen introduced, widely but not universally, the five-day working week, within 5½ or six days of opening. Where a pharmacy manager is involved it is alarming to note that his remuneration of £6,000 (which with National Insurance contributions becomes £6,810) or £7,000 (with NI, £7,945) requires a further annual figure of say £600 (almost 10 per cent) to cover his annual holiday absence of four weeks. If 52 half-day locum reliefs are used to achieve the five-day working week, an extra payment in the region of £650 becomes necessary and this is doubled when the requirement is for a relief pharmacist for one day per week.

In round figures the £6,000 salary costs £9,000 and the £7,000 salary nearer £10,000. This raises the question of whether the hard-pressed contractor or pharmacy manager is right in sub-contracting an essential element of his salary in this way. We must next turn our thoughts to the political impact upon pharmacy. We now have a Conservative Government determined to change the economic direction of the country. There will be no choice over the question of participation and pharmacy will need to amend and adjust as swiftly as all other enterprises. In his first budget, Sir Geoffrey Howe has increased the prescription levy to 45p and surprised us all by lifting Value Added Tax to 15 per cent.

Depressing—but realistic

How are these two changes to be measured across our counters? A sensible expectation could be for a reduction in prescription volume in the region of 10 to 15 per cent. From the VAT increase for many months we expect to see a contraction in spending power of our customers. If this is a depressing conclusion perhaps we can add that it is at least realistic.

The next avenue to which we should turn our thoughts concerns the review body which commenced its work upon April 30. On or about July 31, after the expiry of 90 days there should be an announcement of their findings to date. To speculate upon this leads to the realms of the imponderable. Taking the movement of the levy from 20p to 45p as

representative of the index of inflation, could an analogy be obtained for the present 24p fee to be carried also to between 40p and 45p? Will this lead to some new classical dilemma?

If we see in the late summer months a general free-for-all in managerial salaries, the 3,000 slowest running pharmacies will fall out of the race and pharmacists will collectively bear the responsibility. The professional image of pharmacy would be greatly damaged if this became the result of what one hopes may be a substantial review of the professional fee.

Can we not anticipate this problem and give support not to ourselves as individual pharmacists, individual contractors or individual locums but rather to the PSNC and to the JIC? From the last two organisations can we hope, or indeed insist, upon a high degree of broadly-based preparation to ensure that the additional funds are applied where they are needed—to the amendment of salaries for counter staffs, dispensing technicians and employee pharmacists? Not least, regard must be allowed towards the restoration of the overall investment return upon pharmacy before contractors are pushed out of the race by their bank managers. In summary, this is a plea for the avoidance of chaos and for an approach with a degree of responsibility and professionalism which has been none too apparent in recent years. It is a plea for order and realism and for economic sanity. It will show our awareness for a widely based pharmaceutical distribution and will point pharmacy into a sounder direction for the 1980's.

Little cardiovascular role for aspirin?

Aspirin may prove to be only mildly useful in preventing cardiovascular disease when compared with other compounds now being investigated. According to Dr John Vane, Wellcome Research Laboratories, although aspirin inhibits a natural prostaglandin derivative—thromboxane—which makes platelets stick together, it also blocks the action of prostacyclin which is the most potent natural inhibitor of platelet aggregation yet discovered.

Dr Vane told an international conference on thrombosis this week that prostacyclin analogues held more promise than aspirin for the future, although such drugs were unlikely to become available commercially for at least five years. Prostacyclin, a vasodilator, has already been used successfully in the treatment of severe peripheral artery disease (*C&D*, June 2, p817). Its main disadvantage is that it is unstable and has to be given by infusion, but research is being carried out to find stable derivatives which can be given orally.

Trials being carried out in the United States to evaluate the use of aspirin in preventing cardiovascular disease are now drawing to a close and the results are expected early next year.

NPA presses for retail preregistration time

The Board of the National Pharmaceutical Association is disappointed that the Pharmaceutical Society, in revising its document on preregistration experience, had ignored NPA's suggestion that the period should include at least six months in retail pharmacy. At the June meeting of the NPA Board of Management it was decided that fresh representations should be made to the Society stressing that the large majority of pharmacy students would become retail pharmacists (either managers, proprietors or locums) and that NPA experience was that training in industry or hospital did not give the graduate the knowledge, experience, and in many instances the confidence necessary to deal with the general public.

Study days

Two other matters dealt with in the revised document were commented on by the Board. Firstly, it could not understand Council's insistence that trainees attend the "official" study days even where the employer was providing adequate training in the same subject matter. Many NPA members, either singly or collectively with others, had arranged excellent training schemes for their graduates covering such matters as staff management, practical application of the law, book-keeping, stock control, etc. To require those proprietors to release the students for unnecessary duplication of this training seemed wasteful and the Board believed that Council should be prepared to exempt trainees from attendance at study days where the employer could show that relevant training was already being provided to an acceptable standard.

Secondly, the Board was unhappy about the proposed basis of assessment/appraisal. The supervising pharmacist was required, in relation to the graduate under his care, to record and send to the Society's headquarters a wholly subjective judgment about the graduate's performance in a number of areas. It was suggested that, in relation to five categories of performance the trainee should be assessed on a scale A to E and that this report should then be the criterion for deciding whether or not that trainee was to be subjected to interviews at Lambeth and possibly have his training extended before acceptance for registration.

The assessment made of the graduate during his preregistration year would undoubtedly colour his own attitude towards his profession and would presumably stand as a permanent record on the Society's files. The Board therefore felt strongly that those pharmacists who accepted the duty of supervising a pre-registration trainee should not be called upon to judge that trainee to any greater extent than was absolutely necessary.

VAT repayments: Owing to delays in sending out VAT return forms, there was a continued delay in the receipt of VAT repayments by members and it was decided that representation should be made, asking Customs and Excise to send out the notices as soon as possible. A letter is also being sent to the Chancellor of the Exchequer, asking permission for those members with substantial credit accounts to be allowed to change their VAT accounting method with effect from the implementation of the new 15 per cent rate on July 18.

Timing of script increase: A letter, expressing concern about the manner in which the new charges had been introduced, is to be sent to the Chancellor of the Exchequer. It was also decided that the need for extra remuneration to cover the additional time involvement be stressed through the PSNC.

NPA Show: After receiving reports from heads of NPA departments, from visitors and from exhibitors about the successful outcome of the NPA Show and open weekend, which had attracted over 2,500 members and others, it was decided to re-convene the show committee to consider the reports in detail and to make appropriate recommendations to the Board.

Terms and conditions of purchase: The Office of Fair Trading is to be asked to comment on the NPA's draft document entitled "Terms and Conditions of Purchase". In its final version the document will be recommended to members as listing the terms and conditions on which all the goods they order should be purchased. It covers such aspects of purchase as title to the goods, place of delivery, non-delivery, short delivery and faulty goods.

NPA subscription: The Board approved an increase of £3 in the NPA subscription from October 1; this takes

the annual figure from £35 to £38. After allowance as a business expense the new subscription is equivalent to a net figure of between £18.24 and £26.60 depending upon the rate of tax paid.

Programme on rickets: No action is to be taken following a recent Granada Television programme on rickets although a member had seen three distressed customers on the following day. Members of the Board reported increased demand for cod-liver oil, almost certainly explained by reaction to the programme. It had been suggested that an appropriate letter to Granada Television was indicated, but after discussion it was agreed that other members of the public had felt helped by the programme.

Baby milk: It was clear from the replies received from the other pharmaceutical organisations involved in the Baby Milk Working Party that they could not accept the Department of Health's negative reply to the proposals for distributing baby milk through pharmacies and wished the matter to be pursued. The Board considered a draft reply to the Department which would be sent when all members of the Working Party had approved its terms.

Strip packaging: In response to an NPA enquiry into the current acceptability of strip packaging for dispensing, a number of complaints, comments and suggestions had been received from members of the Board and from the Executive Council of the Scottish Pharmaceutical Federation. It was decided that individual manufacturers be approached with regard to their particular products; also that contact be made with the ABPI with a view to drawing up a code of practice on design and size of strip and bubble packs; and thirdly that the matter be discussed with PSNC with a view to pharmacists being permitted to dispense the nearest convenient original pack to the quantity ordered by the prescriber.

Training of pharmacy assistants: After a detailed review by the business services committee of the Association's present involvement with the training of assistants the Board decided to make a firm commitment to improving and pub-

Numark's central office at Warminster received a visit from a delegation of the Chemists Marketing Service, a division of the Chemists' Guild of New Zealand, recently. Left to right: Mr Ken Campbell, Dominion Councillor, Mr David Donald, also a Dominion Councillor, Mr Arthur Trotman, managing director of ICML, and Mr Malcolm Cubitt, marketing director, who headed the delegation



licising NPA staff training materials. As a first step the NPA, in conjunction with the DITB, would establish a pilot training course for trainers, further details of which would be announced soon. Meanwhile the office would continue to update, revise and add to its course of staff training leaflets and see what further change in format it could make to increase their popularity with members.

Truss fitting: Courses on truss fitting are to be held at Mallinson House early next year.

Drug and Therapeutics Bulletin: Approval was given to the office to offer members a regular subscription to the *Drug and Therapeutics Bulletin*, and to pass on the savings which could be achieved by bulk postings from Mallinson House.

Pharmacy economics in the EEC: The Board received reports of the Working Party on the Economics of Pharmacy held in Brussels on June 11 and the Executive Committee of the EEC Group held on the following day. On mutual recognition of diplomas it was reported that there were still difficulties in the way of reaching agreement on the Directive on Mutual Recognition to give the pharmacist the right to free movement. The treaty of Rome required as a pre-requisite that all restrictions must first be lifted. The Government of the Federal Republic of Germany continued to insist that

controlled geographical distribution of pharmacies in other countries was a restriction on free trade which must be removed. All member states had some form of controlled geographical distribution, with the exception of the UK and Ireland.

The Executive Committee of the EEC group felt that pharmacists should continue to keep clear of the kind of drug promotion activities of which the drug companies had been criticised. Being responsible for the quality of medicines, the pharmacist should extend his involvement in patient counselling and the giving of information to doctors and patients. A report on the progress of the proposed Directive on Product Liability was given to the Executive Committee. The UK was very concerned about the unsatisfactory definitions in the draft directive which could make the pharmacist who dispensed broken bulk responsible as a producer of pharmaceutical products.

Computers: The Board approved the first report from its newly formed computer sub-committee. Priorities were agreed and members would be kept informed of progress by articles in the supplement. Among other items discussed were advisory leaflets on counter prescribing, market research inquiries, margins on OTC products, and advertising in the *Hemostomy Journal*.

LETTERS

Unichem short on service?

For the second month in succession—April and May—our business has just fallen short of the next “target figure” in the Unichem purchases scheme—hence missing the opportunity of a further one per cent profit-share for those months.

We claimed in a letter to Mr P. Dodd, Unichem managing director, with supporting evidence, that it was their out-of-stock situation that prevented us realising that target. We supplied a representative list, over a few days at the end of May, of out of stock lines, many expensive, and we also supplied purchases made monthly through a competitor's wholesaling company showing April and May amounts much higher in purchasing value, to substantiate our claims that stock not bought through Unichem has had to go elsewhere.

Though Mr Dodd has acknowledged that the “out of stock situation was unacceptable” and “not satisfactory” he claims he can “make no exceptions to their methods of profit distributions”.

This has to be unfair because as a Unichem member I am having to “throw all my eggs into one basket” and that basket is not supplying the goods. Because Unichem have got themselves into this situation, and in good faith we have given our orders to them, we, as shareholders, are being punished for their in-

efficiencies. We have not only lost out on a further one per cent profit share but have also lost out by buying elsewhere all those out of stock items.

Clive Caplan
Yeadon

Election apathy

May I thank all the pharmacists in the Bradford and Leeds area who took the time and trouble to vote for me in the recent PSNC elections, and for their support even though I was not elected. May I also thank the pharmacists who voted for the other two candidates—at least we have some who are not apathetic. Those who did not bother to vote have much to answer for—mainly to themselves.

Irving Libbish
Bradford

Exeter overbooking

The organisers of the British Pharmaceutical Conference, to be held in Exeter from September 11-14, say the Topsham Inn visit on the Tuesday night and the barbecue on Wednesday night are now fully booked. Money will be refunded to those who have unsuccessfully booked or alternative visits will be offered. Late applicants are reminded VAT is now payable at 15 per cent.

Secretary's address

Mr Patrick Jenkin, Secretary for Social Services, is to address the opening session of the British Pharmaceutical Conference, in Exeter, on September 11.

Seminars for the retail manager

The impact on the retail manager of new technology will be the subject of four residential seminars to be held at the Lythe Hill Hotel, Haslemere, Surrey. Each seminar will cost £395 (excluding VAT) including accommodation.

The seminars are: Data capture and point-of-sale, October 3-5; financial control and planning, November 7-9; mini and micro computers, February 26-28, 1980; management information systems, April 15-17. The seminars are part of the retail management development programme jointly sponsored by ISL Information Studies Ltd and Gil Jones and Associates Ltd. Programme director, Mr N. James, says a recent survey had highlighted a number of general management programmes but a noticeable lack of courses specifically designed for retailers. Further details are available from ISL Information Studies Ltd, Regal House, Lower Road, Chorleywood, Rickmansworth, Herts.

Warning on spoon immersion heaters

Small portable mains-operated immersion heaters, generally known as “spoon” or “cup” heaters and used to heat drinks, can be dangerous if they are not earthed, the Department of Trade warns. Devices fitted with only a two-core or twin flex, should not be used; a heater with provision for earthing will have a three-core flex attached.

The Department says a potentially dangerous heater, imported from Taiwan, is known to have been marketed in the UK. It is marked “STC 220V and 500W”, has a chromium-plated sheath or element with a black plastic handle, and is fitted with a parallel twin flex. There has been a successful prosecution in respect of this appliance on the grounds that it contravened the Electrical Equipment (Safety) Regulations. The warning does not apply to immersion heaters for use in cars. They are usually fitted with two-core flexes but present no hazard.

Family businesses

The European Medium and Small Business Union has launched a major study on the impact of taxation on family businesses. The study, which is being undertaken following an initiative by the Small Business Bureau, will focus especially on the ways in which small businesses can help reduce unemployment.

One aspect of this study is that it will be based on an economic model of a “typical” family business and will demonstrate how it would be affected by the tax system in each European country. The conclusions of this report will be presented at senior level in the governments of member countries and a copy of the report will be presented to Sir Geoffrey Howe well before planning of the 1980 Budget begins.

Competition Bill to increase OFT powers

"Anti-competitive" practices, possibly including "excessive advertising" and "discriminatory pricing" will be scrutinised by the director general of fair trading under the terms of a Government Bill published last week.

The Competition Bill, in which the Conservatives announce their intention to abolish the Price Commission, if implemented, would enable the director general to carry out preliminary investigations and publish his findings. He may then accept a company's undertaking to discontinue the practice or refer the matter to the Monopolies and Mergers Commission which will decide whether it is against the public interest—if it is, the Trade Secretary may issue a banning order.

For the first time potential "abuse" of the monopoly position of nationalised industries can be referred to the Commission, and the Bill also allows Ministers to ask the director general to investigate their efficiency.

Mr John Nott, Trade Secretary, said last week that the Price Commission had

dealt with the symptoms rather than the causes of inflation: the government believed that anti-competitive practices were among the main causes. The director general will be given power to investigate, at the Trade Secretary's request, prices or charges "of major public concern", though Mr Nott expects this to be used only in exceptional cases.

The Consumers' Association has welcomed the Bill. Mr Peter Goldman, director of the Association said that in the past it had been too easy for companies to find loopholes and get away with anti-competitive practices, such as enforcing minimum advertised prices. He said the flexible approach of the Bill would, hopefully, make it easier for the Government to stamp out any practice which reduced competition—and that should be good news for British industry as well as consumers. The Retail Consortium agrees with the fact of the Bill because it believed there should be control of competition. It is to meet with Mrs Oppenheim, Minister for Consumer Affairs, next week.

Company renames may be delayed

Pharmaceutical companies subject to labelling regulations may be given a longer transitional period to meet statutory requirements to change their name under a Bill going through Parliament.

The report stage of the Companies' Bill, requiring companies to change their name to meet the EEC second Directive on the redefinition of "public" and "private" companies was completed in

the House of Lords last week. But Lord Lyell, a Government spokesman, admitted that in cases where the statutory name of a public company has to be changed, the six months' time limit would cause "significant problems" for industry. He envisaged a transitional period perhaps as long as three years for pharmaceutical companies subject to labelling requirements because many of

The June results of the Kodak quality award scheme for independent photofinishers produced a hat-trick. First was the Ormskirk laboratory of Napcolour Ltd, second the Morley laboratory of Napcolour Ltd—and third that same company's Chester laboratory (last year's overall winner). Pictured receiving the coveted certificate are Geoff Rigby (centre), manager at Ormskirk, with colleagues Philip Barrett (left), manager at Morley and Jeanne Barwise (right), manager at Chester



their items had a long lead time and did not reach the retailers' shelves for considerable periods after leaving the manufacturers.

Lord Lyell gave an undertaking that when the Bill reaches the Commons, the Government will introduce amendments providing a longer transition period.

Record £68m ICFC investment

A record £67.7m was invested in loans and shares by the Industrial and Commercial Finance Corporation Ltd (ICFC) in the year ending March 1, 1979.

ICFC provide long-term finance for small and medium-sized businesses in amounts between £5,000 and £2m. Last year, 733 businesses received an average of £92,000, a record in money terms. One of the most significant increases was that of the number of companies advanced sums between £5,000 and £50,000: in 1977-78 this was just over 300 compared with 437 last year. Chemical and pharmaceutical companies who have benefited from ICFC financing include John & E. Sturge, Ward Blenkinsop & Co, Approved Prescriptions Services, Arthur H. Cox & Co, Day & Sons (Crewe), Prebbles and Radiol Chemicals. In the toilet preparations field, Kolmar Cosmetics (England) and Simmette received loans as did distributors E. H. Butler & Son, East Midlands Toiletries, L. Rowland & Co and Smith and Hill (Chemists).

UK chemical sales second in Europe

The basic economic statistics of Europe's chemical industry have been compiled and published by CEFIC, the European Confederation of National Chemical Associations of which the UK Chemical Industries Association is a member.

The figures for 1977-78 show that, in terms of turnover, the UK chemical industry ranks second only to that of West Germany. Other statistics, for trade, employment and investment are given in this statistical report, which accompanies the CEFIC annual report.

Turnover in West Germany in 1977 was US \$38,100m and in 1978 \$44,600m. Equivalent UK turnover for those years was \$24,126m and \$28,608m respectively while France followed close behind with \$21,575m and \$24,889m. After the value of imported chemicals was deducted from those exported there was a favourable balance of trade for all three countries.

In his introduction to the report, CEFIC president, Dr Kurt Lanz, says that Western Europe's chemical industry has entered 1979 with fresh confidence in its own ability to meet the future.

Copies of the report and statistics are available from the CIA Publications Department, Alembic House, 93 Albert Embankment, London, SE1.

Help for small drug companies

Pharm is offering a consultative service to small drug-manufacturing companies faced with new legislation. Dr D. Ingram, Pharm's medical director, says the back-up service will enable small, independent companies to "guarantee the pedigree of their products in accordance with the Medicines Act." The service will also cover advertising within the guidelines of the Association of the British Pharmaceutical Industry.

Dr Ingram says small companies could be out of business within 10 years unless they fulfil the requirements of new legislation. The service will include comprehensive clinical trials services, a data base for a full product licence, a full reference library service, general advice with particular reference to suspected adverse reactions, and advice on advertising, promotion, and the preparation of a product profile. For the time being Pharm is concentrating on companies in the north west. Further details are available from Dr D. Ingram, medical director, Pharm, Cumberland House, Lissadel Street, Salford M6 6GG.

Du Pont build in Stevenage

A major office, customer service and electronic materials manufacturing facility is to be built by Du Pont (UK) Ltd on a five-acre site at Wedgwood Way, Stevenage, Hertfordshire, on the edge of the Pin Green industrial area. More than 300 people will work in the new premises. Construction of the offices and industrial section starts the middle of 1979, to be ready for occupation in late 1980.

The location will provide facilities for centralisation of administrative services from the London office and some of the company's photo products department activities, presently carried on

at other locations in Hertfordshire and Cambridgeshire. Photo products activities to move will include instrument products from Hitchin, Berg Electronics from Tring, electronic materials from Hemel Hempstead and all photo products groups not directly involved in warehousing and manufacturing activities from St Neots.

Good year for Colgate-Palmolive

Colgate-Palmolive have increased their earnings by 5.5 per cent in the first half of this year. In international household and personal care operations, the largest sector of the company, sales and earnings reached their highest level, with increases of 10 and 14 per cent respectively.

Sales of the household products division rose 5 per cent, reflecting strong performances by major brands in the heavy duty and light duty detergent categories. In the personal care sector, Palmolive Gold deodorant soap generated the largest gain among toilet soaps and increased sales of Handi-wipes were recorded.

Briefly

Olive (Chemist Sundries) Ltd, London N21 have had a telex installed, number 8954954 and answer-back code is Olive G.

A Winding-up Order has been made against **Boma Beauty Products Ltd**, 6 Hickman Street, Newcastle, Staffs. The official receiver is at London House, Hide Street, Stoke-on-Trent ST4 1QN. Mr Peter Winstanley has taken over the pharmacy of **Mr H. L. Bowen**, 53 Donkin Hill, Caversham, Reading. Mr Bowen has retired after over 25 years' service.

On a turnover of £40.78 million in the half year ended March 31, **Hickson & Welch (Holdings) Ltd** had a net profit after tax of £2.77m.

Rhone-Poulenc of Paris are to invest upwards of French francs 300 million to expand their United States business. The pharmaceutical side in the US will be maintained through Morton Norwich Products in which Rhone-Poulenc have a 20.5 per cent stake.

Remington Consumer Products Ltd: Pat Brown, area sales manager has been appointed to take over the Sussex, Surrey and West London areas.

Cow & Gate Ltd: Mr Alan Warren has been appointed general sales manager. He was sales manager for Wander Ltd 1969-77 and joins CG from Plumrose Ltd, Hull.

Video Arts Ltd: Richard Cawston is to join as special projects director. Mr Cawston's retirement after 14 years as BBC TV's head of documentary programmes was announced recently and he will start in his new post on October 1.

Lilly Industries Ltd: Mr Richard A. Bailey, MA has been named managing director of the company, which is the UK subsidiary of Eli Lilly & Co, Indianapolis, USA. He succeeds Mr Clifford Birkett who retires at the end of 1979; until then Mr Birkett will serve as a consultant for Lilly UK operations.

Tudor Photographic Group Ltd: After three-and-a-half years with other companies in the photofinishing industry, Mr David Williams has returned to become senior marketing consultant. Formerly Tudor's marketing director, he now takes responsibility for a number of special Group projects in the UK and abroad, including the new franchise concept introduced to enable smaller independent laboratories to trade in association with Tudor.

Wilkinson Sword Ltd: Barry Stacey joins as marketing director of the tools and housewares divisions. His experience will be used to further develop the non-razor blade areas of the company's activities with particular reference to the range of domestic and gardening implements and appliances. Mr Stacey was previously with Birds Eye Foods. James Pickard, a former marketing director of Royds—the London based group of advertising agencies, is appointed marketing services director for Wilkinson Products UK, with responsibilities for market research, sales promotion, merchandising and public relations.

The Triangle Trust helps people of the Pharmaceutical Industry

The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

The Trustees are also prepared to consider applications for financial assistance, beyond the scope of an employer's responsibilities, with education or training in general subjects, including music and the arts.

For additional information, or to apply for assistance, write to: The Secretary, Dept CD, The Triangle Trust 1949 Fund, Clarges House, 6-12 Clarges Street, London W1Y 8DH.

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MARKET NEWS

Method in demand

London, July 18: With Brazilian shippers reducing their quotations for menthol by a substantial amount, buyers came into the market and a satisfactory level of business was reported in the past week. Similarly with a reduction in the price of Ceylon citronella oil—30p kg on the week and 75p over the past four weeks—buyers were again active, evidently satisfied that there was not much room for further cuts. Clove leaf, and lemongrass were also easier but the Chinese oils, star anise and peppermint were firmer for shipment.

In crude drugs, most botanicals that moved recorded slight rises after last week's spate of falls because of currency movements. Among the items marked up were cascara, henbane, liquorice root and senega. In spices Indian fenugreek and cassia seeds were dearer but Cochin ginger and Sarawak pepper were easier.

Pharmaceutical chemicals

Ascorbic acid: (Per kg) from £5.94 for British material in 25-kg lots down to £4.95 for imported in 1-ton lots.

Bismuth salts: £ per kg.

	50-kg	250-kg
carbonate	6.72	6.62
salicylate	7.85	—
subgallate	9.70	—
subnitrate	5.40	5.30

Calcium ascorbate: £7.28 kg in 5-kg pack.

Calcium carbonate: Light precipitated BP £175 metric ton delivered.
Calcium pantothenate: £8.31 kg in 25-kg lots.
Carotene: Suspension 10% £33.43; £31.43 in 5-kg lots; 20% £43.43 and £41.43; Crystalline £178.57 kg in 250-g packs.
Cyanocobalamin: (Per g) £4.17; £2.30 in 100-g lots.
Dexpanthenol: (Per kg) £11.04 in 5-kg lots.
Folic acid: £57.72 kg; £57 kg for 100-kg lots.
Isoniazid: BP 1973 £4.20 kg in 300-kg lots.
Mercurials: Per kg in 50-kg lots; ammoniated £7.48 oxide-red £8.82 and yellow £8.54; perchloride £6.14; subchloride £7.82; iodide £8.10.
Mercury: BPC redistilled £7.10 kg in kg lots.
Nicotinamide: £4.56 kg in 50-kg lots.
Nicotinic acid: £4.51 kg; in 50-kg lots.
Paraffin liquid: Pence per litre excluding duty:

BP/BPC grades	1-9 drums	10 drums	bulk
WA4	47.0	45.7	39.8
WA3	45.9	44.6	38.7
WA2	47.7	46.3	40.5
WA1	51.7	50.3	44.5
light technical WA23	44.2	42.8	37.0
WA21	46.1	44.7	38.9

Pyridoxine: £27.72; £25.72 kg for 20-kg lots.
Riboflavin: (Per kg) £31.43 in 10-kg packs, diphasophate sodium £78.57 in 5-kg.

Talc: BPC sterilised £585 metric ton in 50-kg £351 for 1,000 kg lots.

Thiamine: Hydrochloride/mononitrate 1 kg £21.37; 5 kg £20.07; 25 kg £19.37. Imported £16.70 kg (500-kg).

Tocopherol: DL alpha 1 kg £19.71; 5 kg £17.71.

Tocopheryl acetate: D alpha, per kg. 1 kg £17, 5 kg £15.75, 20 kg £15; powder 1 kg £16.63, 5 kg £15.38, 25 kg £14.63 in 25-kg pack; 50% absorbate 1 kg £14.06; 5 kg £12.81; 25 kg to £12.06; 50% spraydried £14.72; £12.47; £11.72 respectively.

Vitamin A: (Per kg) acetate powder type 325 1 kg £15.43; 5 kg £13.43; type 500 1 kg £19.14; Palmitate oil 1 mlu 1 kg £19; 5 kg £17; water-miscible type 100 £6.58 litre; £4.58 litre in 6-litre container.

Vitamin D2: Type 850, £53.43 kg.

Vitamin E: See Tocopheryl acetate.

Crude drugs

Aloes: Cape £1,080 ton spot; £1,065, cif. Curacao nominally £2,240, cif, no spot.

Balsams: (kg) Canada: Unchanged at £12.70, spot £12.30, cif. Copiba: £3.10 spot £3, cif. Peru No spot; £9.45, cif. Tolu: £5.95 spot.

Belladonna: (kg) cif herb £1.39; leaves £2.11; root no offers.

Cascara: £1,155 metric ton spot; £1,105, cif.

Cherry bark: Spot £1,120 metric ton; shipment £1,010, cif.

Cloves: Madagascar/Zanzibar £4,160 metric ton spot; £3,750, cif.

Cochineal: Tenerife black brilliant spot £17.35 kg nominal. Peru silver grey £14.70 spot; £14.30, cif.

Ginger: Cochin £515 metric ton spot shipment £415, cif. Other sources not quoted.

Henbane: Niger £1,395 metric ton spot; £1,370, cif.

Hydrastis: Spot £29.65 kg; no cif.

Kola nuts: £480 metric ton spot; £420, cif.

Liquorice root: Chinese £565 metric ton spot £535, cif. Black juice £1.63-£1.90 kg spot.

Menthol: (kg) Brazilian £6 spot; £5.80, cif.

Chinese £5.70 in bond; £5.55, cif.

Pepper: (metric ton) Sarawak black £1,000 spot; £1,900, cif. white £1,475 spot; £2,650, cif.

Quillaia: Spot £985 metric ton; £725, cif.

Sarsaparilla: Jamaican £1,915 metric ton spot; £1,850, cif.

Seeds: (metric ton, cif) **Anise:** China £815 for shipment. **Celery:** Indian £470. **Coriander:** Moroccan £195. **Cumin:** Indian £800, Iranian £800. **Fennel:** Indian £425. **Fenugreek:** Moroccan unquoted; Indian £255.

Seneca: Canadian £10.10 kg spot; £8.55, cif.

Tonquin beans: Para £3.15; kg spot £2.94, cif.

Valerian: Dutch £1,890 metric ton spot; £1,830, cif.

Indian £1,215 spot; £1,190, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

Essential and expressed oils

Anise: (kg) Spot £14.60; shipment £14.10, cif.

Cananga: Indonesia £16.25 kg spot and cif.

Citronella: Ceylon £3 kg spot; £2.75, cif. Chinese no spot; £3.69, cif.

Clove: Madagascar leaf, £2.60 kg spot; shipment £2.45, cif. Indonesian £2.30 spot; £1.93, cif. English-distilled bud £40.

Geranium: Bourbon £46 kg spot; £44.10, cif.

Lemongrass: Cochin £5 kg spot nominal; £4.45, cif.

Peppermint: (kg) Arvensis—Brazilian £4.40 spot; £4.20, cif. Chinese £3.30 spot; £3.20, cif. Piperata-American from £12 spot; £11, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Advance information

International Gifts Fair 1979, July 29-August 2, Olympia, London. 400 companies will be exhibiting ideas in giftware.

One Day Suffolk Conference, October 21, Melton Grange Hotel, Woodbridge, Suffolk, 10.30 am. Organised by Suffolk Local Pharmaceutical Committee. Principal speaker: Mr Alan Smith, chief executive, Pharmaceutical Services Negotiating Committee. Further details from A. F. Powrie, 58 Queen's Way, Ipswich.

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X5—LANCASHIRE—drug store, should do well as pharmacy, cash turnover exceeds £30,000, good shopping site. Property, to be let. Living accommodation with 2 bedrooms available. Price: goodwill and fixtures £4,000. Stock approximately £6,000.

X3—LIVERPOOL—main road site—Well established business dispensing 2,250 Scrips per month. Premises on lease with valuable sublets. Turnover in 1979 approx. £100,000 per annum. No late hours. Goodwill and fixtures £8,500 plus stock £12,000 approximately.

X6—LEICESTER—Suburban Business—turnover £55,000 (1977) profits £10,000 to owner/manager. Dispenses approximately 2,000 prescriptions per month. Property for sale or will grant lease. Total capital requirement including freehold £30,000 including stock £12,000.

X4—MANCHESTER AREA SOUTH—Retirement through ill health. Easily run business in pleasant residential suburb. Turnover £45,000 p.a. property on lease, no late hours. Owner will sell for value of stock and fixtures only for quick sale.

X7—NORTH COUNTRY beauty spot—retirement vacancy, turnover approximately £40,000, freehold property with spacious living accommodation for sale at £18,000. Stock approximately £4,500. Suit semi retirement.

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(1) Wilkinson, J. D., **Med News** - "Focus - Dermatology" (Suppl.)
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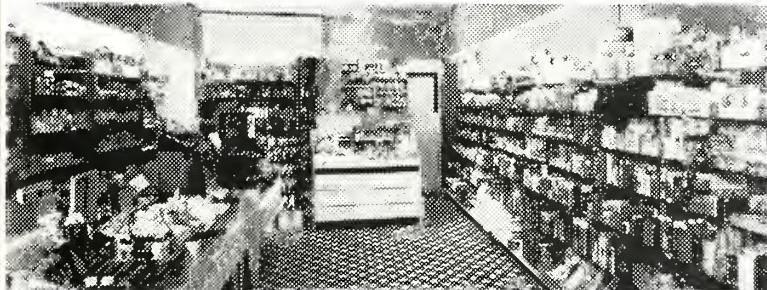
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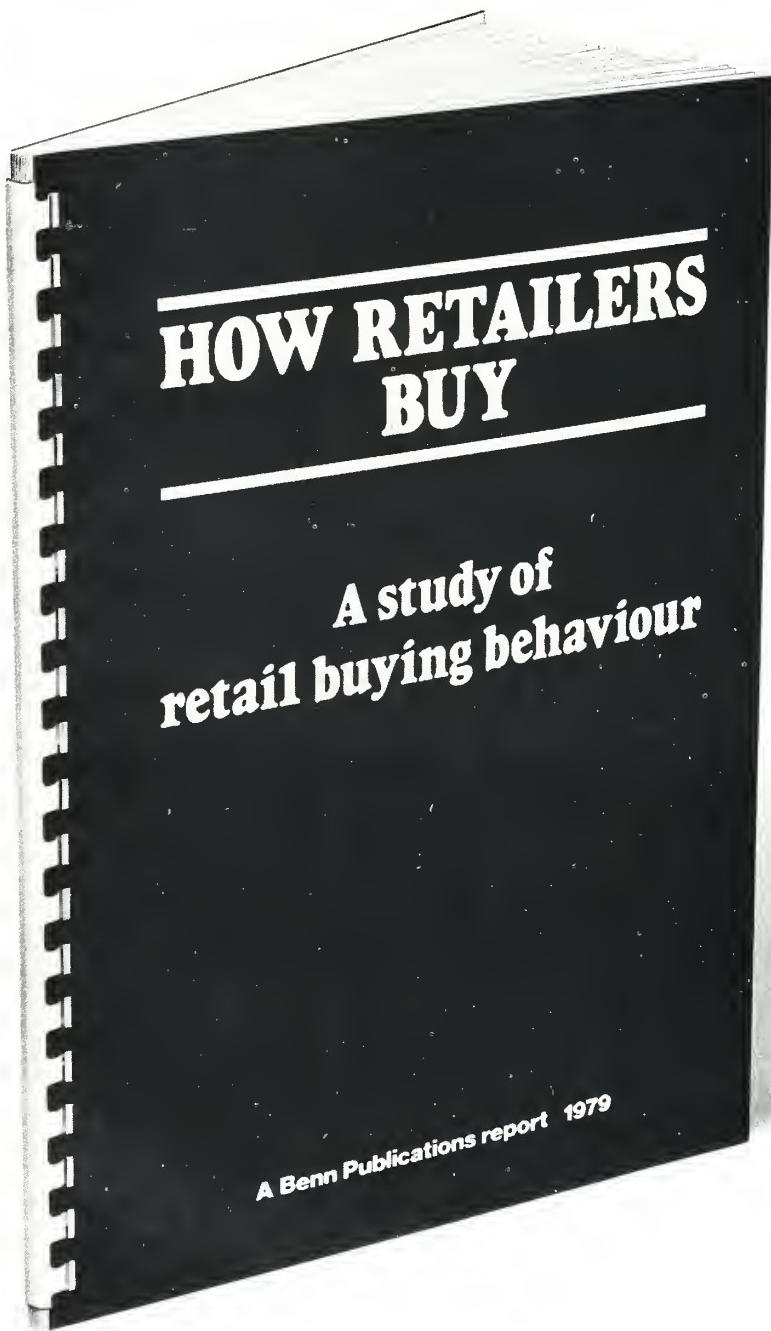
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